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THE NATIONAL NEWSPAPER OF MARKETING

Codes Will Be Tougher Under Czar: Collins

NAB Head Gives Senate Probers More Details on New Setup

WASHINGTON, June 21—The decision to beef up the enforcement of the radio and television codes of the National Assn. of Broadcasters provided a major talking point as LeRoy Collins, NAB president, was called before Senate juvenile delinquency probers this week.

Fresh from the meeting of the association's board of directors, which authorized new code enforcement procedures (AA, June 19), Mr. Collins told investigators that the code has been effective in raising program standards, and that it will become even more effective with stronger enforcement and a "growing recognition that the code principles must be adhered to."

Sen. William Dodd (D., Conn.), the only senator participating in the hearings, suggested that some sanction other than withdrawal of code seals might be warranted. But the NAB president replied, "Withdrawal of the code seal of approval from stations that violate the code provisions carries a stigma that is far more meaningful than the imposition of fines and is a much more effective deterrent."

▪ Under the new arrangement, the radio and tv code staffs are to be

(Continued on Page 12)

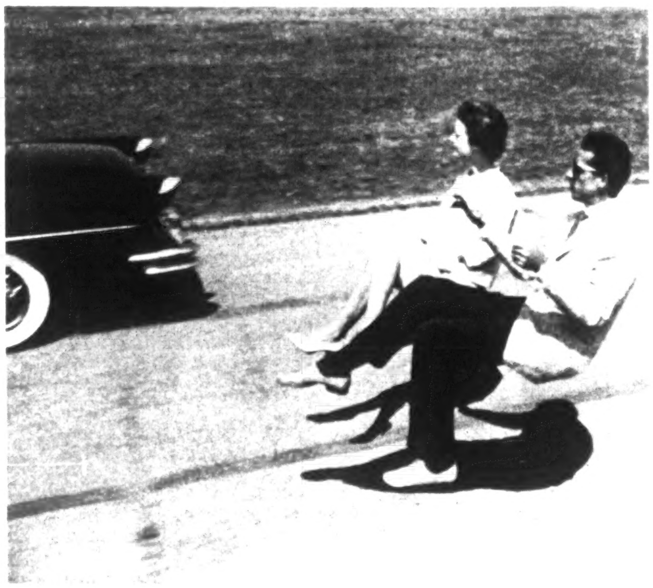
Hanes Switches to Doyle Dane

$1,000,000 Account Moves After 17 Years With Flanagan Agency

NEW YORK, June 23—One more advertiser is ending a long agency relationship to become a Doyle Dane Bernbach Inc. client. This week it is Hanes Hosiery, which will move its $1,000,000-plus account to DDB on Jan. 1, after 17 years with James R. Flanagan Inc.

Hanes is the hosiery company that revolutionized the industry when it pioneered the promotion and distribution of seamless stockings in the '40s. Its advertising traditionally is experimental and offbeat, often featuring whimsical drawings by Bobri, with only a few words of copy. A consistent user of magazines and newspaper co-op, Hanes branched into spot tv several seasons ago and made its network tv debut Jan. 20 in the inauguration ball coverage.

Hanes advertising has been presided over by Grace Jones since 1944, the year that Flanagan became the Hanes agency. Miss Jones is now advertising vp and a director of the company—the only woman director of a major hosiery mill. #



TOP WINNER AT CANNES—*The "Magic Ride" film commercial for Chevrolet, produced by Cinema et Publicite for Campbell-Ewald Co., made it three in a row for General Motors at the International Advertising Film Festival. (Story on Page 3.)*

Disbursement of Co-op Need Only Be in 'Reasonable' Ways, FTC Decides

Examiner's Ruling on Spending Is Reversed; Solicitation Still Hit

WASHINGTON, June 22—In a decision which gives more freedom in allocating co-op advertising funds, the Federal Trade Commission ruled today that food chains are not required to spend advertising allowances exclusively in measured media.

In a decision involving the use of co-op funds obtained by Giant Food Inc., Washington, FTC said the Robinson-Patman Act prohibits payments in excess of their cost or value, but it does not interfere with allowances which bear "a reasonable relationship between the payments and the services being rendered."

▪ While the commission dismissed a portion of a five-year-old complaint which charged that Giant unlawfully diverted co-op "to its own use," it upheld other portions of the complaint, which claimed that Giant solicited discriminatory promotion allowances from its suppliers. The commission issued a cease and desist order, forbidding the chain to knowingly seek allowances which are not available on similar terms to its competitors.

The case stemmed from a 19th anniversary sale staged by the chain in 1955. At that time it had 28 stores, doing a $60,000,000 volume. FTC said 150 suppliers were induced to contribute $37,875.

▪ Only $15,072, at most, was spent for newspaper ads featuring products of the contributors, FTC reported. Another $11,060 was spent for newspaper ads and $6,872 for radio and tv spots, but these publicized Giant and its own trademarks, as well as products of suppliers who did not contribute, the commission said.

FTC noted that the agreements with contributors specified that displays would be provided, as well as newspaper and radio-tv advertising. It also noted that Giant's defense included testimony that substantial expense was incurred decorating the stores for the sale.

▪ Having ruled that co-op can be used in any "reasonable" way, FTC said the hearing record offered no criteria for evaluating the relationship between the payment induced by Giant, and the value of the in-store facilities and services furnished.

"For that reason we are unable to say that the combined value of the in-store services and the aforementioned media advertising was not reasonably related to the amount of the supplier's payments," FTC said. #

Aftermath of Merger . . .

Hunt Shifts $7,000,000 Wesson Account to Y&R

Revamp After Switch of Unit to California Is Blow to Fitzgerald

LOS ANGELES, June 20—Hunt Foods & Industries and Fitzgerald Advertising Agency, New Orleans, will terminate their association Dec. 31, and the main accounts handled by Fitzgerald—Wesson, Snowdrift shortening and Blue Plate food products, plus Wesson's institutional line—will go to Young & Rubicam, Los Angeles, on Jan. 1.

Fitzgerald had handled Snowdrift accounts for 30 years; Y&R has been the Hunt Foods agency for 15 years.

The decision will pull around $7,000,000 in billing out of the New Orleans agency, which had total billings of around $14,000,000.

▪ The Hunt announcement stressed the "mutual agreement" which terminated Fitzgerald's largest account. But behind the announcement was geography: When Hunt moved the Wesson marketing staff to its headquarters in Fullerton, Cal., last year, it put Fitzgerald up against a difficult dilemma.

The agency understood that it couldn't handle the billing from New Orleans. It weighed the possibility of putting a West Coast branch into operation; ultimately it decided that the risk wasn't justified—that a fully staffed agency, with perhaps 55 to 60 people wholly dependent on a single account, whose budget tended to swing with commodity fluctuations, was too precarious a position for an agency of its size.

Regretfully, and recognizing that a larger agency with a better spread of accounts and perhaps more cushion to stand the swings in the budget would inevitably get the account, Fitzgerald withdrew.

It withdrew with some hand-

(Continued on Page 89)

Fitzgerald Tells 50: Start Looking for New Positions

NEW ORLEANS, June 23—Fitzgerald Advertising Agency was in the throes of the most painful operation in the agency business this week—trimming the ship after the loss of the Wesson account.

• Although the agency billed around $14,000,000 last year, this included Jax Brewing which it had for about five months of 1960. By the end of 1960, a considerable paring of staff was under way, and there are now only about 85 people in the agency. Wesson & Snowdrift had been swinging in billing from as low as $5,000,000 to as high as $7,000,000, and at the upper figure it probably accounted for 70% of the agency's present billing.

• Accordingly, around 50 of the agency's employes were notified that they had better begin to look for jobs, and the agency is making strenuous efforts to get them placed and is apparently meeting with some success. About eight people were reported to have been asked to join Young & Rubicam. A report that Fitzgerald President Robert Carley and Exec VP Howard McDonald would join Hunt Foods was denied categorically.

• It was also denied that the

(Continued on Page 89)

U.S. Starts to Pick Agency to Promote Tourism

July 12 Is Deadline for Applications; Shop Must Have Setup Abroad

WASHINGTON, June 22—Within hours after Congress put the finishing touches on legislation authorizing a government-backed tourism campaign, the Department of Commerce plunged ahead today toward the selection of advertising and public relations organizations.

Announcing that it hopes to get the drive under way in time to tap some of the 1961 tourist trade, the department gave agencies a July 12 deadline to submit their qualifications. It spelled out detailed criteria, including a requirement that the agency have facilities in each of 12 countries that will be involved in the first stages of the tourism promotion.

Information about the selection process was mailed directly to all agencies that have indicated an interest during the long legislative debate. "Scads of agencies were on the list," a department official said.

In addition, a press release was distributed in Washington, to-

(Continued on Page 89)

Last Minute News Flashes

GM Overseas Unit Shifts to C-E from Otto

NEW YORK, June 23—General Motors Overseas Operations, international division of General Motors, has moved its account, estimated at $250,000, from Robert Otto & Co. to Campbell-Ewald Co. The switch follows a move from Otto by Monte Johnson, who heads the new international department at Campbell-Ewald (AA, May 1).

Dayton Tire Talks to Six Agencies

DAYTON, June 23—Dayton Tire & Rubber Co., a new subsidiary of Firestone Tire & Rubber Co., has viewed presentations from four local agencies and is planning to talk to two other Dayton shops in the near future. Allman Co., Detroit, is the current agency. Firestone established the new subsidiary last April.

No Ad Costs in Defense Contracts, Says House Unit

WASHINGTON, June 23—In an unprecedented display of indignation over advertising by defense contractors, the House appropriations committee today amended the Defense Department's money bill to specify that none of the funds "shall be available for paying the cost of advertising by any defense contractor and such costs shall not be considered a part of any defense contract cost." The committee said, "This new section is designed to forestall the inclusion of advertising costs in defense contracts." The action is expected to be considered by the full House next week *(for earlier story see Page 12)*.

(Additional News Flashes on Page 89)

Royal Commission Report . . .

Canadian Admen Mum on Plan to Bar U.S. Magazines; Media Speak Freely

Discrimination Charged in Plan to Disallow Tax Deduction for Advertisers

TORONTO, June 22—Canadian advertising executives have always been considered tight-mouthed but the recommendations of the Royal Commission on Publications have put fish-hooks between their teeth.

Significant comment on the recommendations which, if implemented by government, would virtually spell the demise of the Canadian editions of *Time* and *Reader's Digest* (AA, June 19), tonight was still unavailable from advertisers and agencies, although media comments—pro and con—were in abundance.

The Assn. of Canadian Advertisers refused to comment on the highly controversial report. It is understood, however, that the ACA may issue a statement toward the end of next week, after a board meeting has been held.

■ Meantime, the board of directors of the Canadian Assn. of Advertising Agencies late this afternoon sent a telegram to Prime Minister John Diefenbaker in Ottawa, say-

(Continued on Page 90)

Sony Corp Names Ellis Advertising

NEW YORK, June 22—Sony Corp. of America has named Ellis Advertising, New York, to handle its account.

Owner of the one-man agency, Ellis Farber, is also advertising manager of Liberty Music Corp., one of the companies with which Sony is running co-op newspaper ads in the *New York Times*.

Mr. Faber said his agency has been handling the Sony account since March.

■ Sony is currently running page and half-page ads in ten consumer magazines, nine trade magazines and co-op newspaper ads in about 200 markets for its transistor radios.

Willsted & Schacter, New York, was the former agency. =

Strauss Named President, Fatt Chairman of Grey

NEW YORK, June 23—Grey Advertising Agency, currently billing at the rate of $58,000,000, has realigned its top executive team by promoting Herbert D. Strauss, formerly an exec vp, to president, and Arthur C. Fatt, from president to board chairman and chief executive officer. Lawrence Valenstein, previously board chairman and executive committee chairman, will continue in the latter post.

Arthur Fatt

Herbert Strauss

Mr. Strauss, who has spent 22 years with Grey, was said to have been "responsible for the development and expansion of the agency's creative department and staff" over the past ten years.

Mr. Fatt started with Grey as an office boy 40 years ago. Mr. Valenstein opened the agency in 1917 with a borrowed $100. Grey today has 550 employes. #

Dentist's Attack on Crest, PR 'Editorial' Alike, ADA Notes

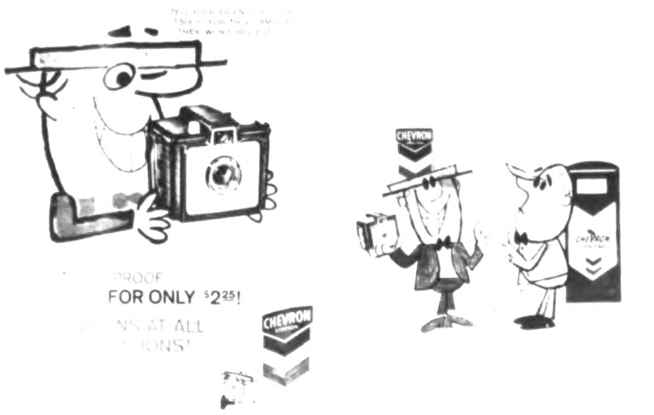
CHICAGO, June 22—The American Dental Assn. this week said that statements made by a former ADA president, criticizing the association's recognition of Crest toothpaste, were "strikingly similar" to a prepared editorial paid for by a competing toothpaste manufacturer and distributed to newspapers.

Dr. LeRoy S. M. Miner, of Boston, at a press conference last week said Crest advertising caused people to think that the stannous fluoride dentifrice is a "panacea," and consequently have neglected other dental care measures (AA, June 19).

■ "It is of some note," ADA said, "that the day before this press conference, weekly newspapers throughout the nation were receiving an editorial distributed by a service which specializes in prepared 'canned' editorials for commercial firms. The editorial was paid for by a dentifrice manufacturer which is in competition with Procter & Gamble . . ." P&G makes Crest.

"The tone, contents and even the wording of the editorial were strikingly similar to statements made at the press conference and to statements contained in a 64-page booklet distributed at that conference," ADA said.

In Washington, the U.S. Press Assn. confirmed that it had sent out the editorial referred to on June 9. The company said the editorial was paid for, but would not say who paid for it. U.S. Press Assn. said it services over 1,300 country editors in 50 states. From 15 to 150 newspapers will use an editorial, the association said. =



CHEVRON CHARMS SHUTTERBUGS—*California Oil Co., Perth Amboy, N.J., offers a $4.25 Kodak Brownie Bullet camera to vacationing motorists for $2.25. The deal will be offered via coupons available at Chevron stations from Maine to Virginia. Pages (left) are set for The Saturday Evening Post, Life and Look; heftiest push is scheduled via off-beat minute, 20-second and ID spots (right) over 57 tv stations. Batten, Barton, Durstine & Osborn is the agency.*

At FCC Hearing . . .

Writers, Producers Blame Sponsors, Agencies for Poor TV Programming

Creative Workers Say 'Best Brains' Have Been Driven from Television

By Maurine Christopher

NEW YORK, June 23—A Greek chorus of distinguished creative people trooped into Foley Sq. this week to plead for action now to restore program balance and responsibility in television. Tv, they were agreed, has driven out the best brains and shows to make way for violence and trivia.

Whether their pleas will spark reform moves by the FCC, Congress or anybody else in authority was problematical. Loud lamentations at public hearings are more or less routine for tv. The headlines sizzle, but the home screen continues to look pretty much the same.

These FCC program study hearings, which this week gave a platform to people like David Susskind and Gore Vidal, have been going on intermittently for more than two years. All this labor has produced only an interim report and a proposal for extensive changes in licensing procedures.

■ After listening to thousands of words of testimony poured out over four days of hearings, an auditor might judge that while the FCC has been trying to find out what's wrong with network tv programming, the situation—except for advances in the public affairs sector—has steadily worsened.

(Continued on Page 90)

Truax Moves to 'Miami Herald'; Koch Buys Jersey Weekly

CHICAGO, June 22—Two top newspaper promotion men, in Chicago and St. Paul, have resigned their posts this week for other jobs.

Harry D. Koch, advertising promotion manager of *Chicago's American* since August, 1958, has purchased the *Bergen Bulletin*, Bergen County, N.J., and will assume active management of the weekly newspaper July 1. His successor has not yet been named by the *American*.

Earl R. Truax Jr., promotion manager of the *St. Paul Dispatch* and *Pioneer Press*, will join the *Miami Herald* about July 17. Although his title could not be learned, Mr. Truax will head up the *Herald's* promotion department. Richard D. Smith, promotion manager, will report to Mr. Truax. The St. Paul dailies have not appointed his successor. =

International GE Moves from Grant to BBDO

Overseas GE Units May Select Own Agencies; Some to Retain Grant

NEW YORK, June 21—One of the largest accounts in the international advertising field, International General Electric Co., will move to Batten, Barton, Durstine & Osborn on July 1 (AA, April 10).

George E. Kendall, advertising and sales promotion manager, announced BBDO's appointment today to succeed Grant Advertising, which has handled the business since 1944. International GE, a division of General Electric Co., has long been the principal piece of business handled by Grant's international department in this country.

Mr. Kendall said it would be impossible at this time to estimate the size of the account. Last year it ran to about $350,000, but reportedly it could easily go well over the $500,000 mark in the future. In 1960, according to figures developed by Rome Research, International GE spent $260,000 in international magazines. However, this covers only one portion of the budget.

International GE functions as the overseas marketing arm of GE, promoting a product line that runs into the thousands and that ranges from small household appliances to giant electrical generators and nuclear reactors. The headquarters office here produces a wide range of promotional materials for use both in international and local media.

■ BBDO's appointment does not affect the relationships existing overseas between local GE companies and local agencies. Thus, Grant Advertising offices will continue to handle GE business in Mexico, Argentina and the Philippines. In Brazil, where GE is a major national advertiser, J. Walter Thompson Co. now handles the bulk of the account. =

Pillsbury Names Kennedy, Peterson

MINNEAPOLIS, June 21—Pillsbury Co. has named two new directors of marketing in its grocery products division.

L. James Kennedy was named director of mixes, and James R. Peterson was appointed director of flour and specialty products. Both men joined Pillsbury in 1952 and have served in the marketing department as brand supervisors.

The appointments follow promotion of Warren P. Peterson, formerly grocery products division marketing manager, to head of marketing, sales and commercial research of Pillsbury's Tidy House division (AA, June 19).

Earl A. Clasen, grocery products division vp, said rapid expansion of the division's product line made the appointment of two marketing directors necessary. He said the division has introduced 19 new products nationally in the past two years.

■ New brand supervisors, who will report to Mr. Kennedy in the mix marketing group, are Richard M. Bergman, Paul F. Schmitt and Thomas A. Swanson. James W. Love was named a brand supervisor, reporting to Mr. Peterson, in the flour and specialty group. William W. Bokman, a brand supervisor in this group, was assigned marketing responsibilities for an additional line of products. #

Highlights of This Week's Issue

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Aves, Shaw & Ring terminates a two-year affiliation with John W. Shaw Advertising and changes its name to Aves Advertising, effective July 1 ... **Page 6**

San Francisco federal court rules that the Northern California Pharmaceutical Assn. is guilty of conspiring to fix the retail price of prescription drugs **Page 8**

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Lever Bros. introduces its third pre-measured detergent, Hum, into test markets in Jacksonville and the Harrisburg-Lebanon area ... **Page 24**

U.S. Army uses Stan Freberg in zany commercials in support of its continuing recruitment campaign ... **Page 28**

Drug Trade News survey reveals that major drug and toiletries advertisers spent more than $450,000,000 last year in the six major measured media ... **Page 42**

Batten, Barton, Durstine & Osborn pilot survey finds that most consumers like buying from a door-to-door salesman, because of the convenience ... **Page 53**

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John Hancock Mutual Life Insurance Co. launches a radio campaign to convince the head of the house he's worth a good deal more than $10,000 ... **Page 62**

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Gradiaz, Annis y Cai ad for Gold Label cigars offers a premium of three lithographs with a pack of cigars, for the price of cigars only ... **Page 74**

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Erwin Wasey, Ruthrauff & Ryan "streamlines" its operations, names Grant Worrell, F. R. Etchen Jr. and Emmett C. McGaughey to head new regional divisions ... **Page 97**

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Lee Named to Succeed Coste as President of OAI

D'Arcy VP Takes Over Sept. 1; Coste Will Be Vice-Chairman

NEW YORK, June 21—Felix W. Coste, president of Outdoor Advertising Inc., will move out of that job when his three-year term ends Aug. 31. Succeeding him will be Kent Lee, vp in D'Arcy Advertising's Chicago office and senior account executive on American Oil Co.

Mr. Coste, who emphasized that he had been named to the OAI presidency in January, 1958, strictly for a fixed term, will become vice-chairman of the board.

"I am getting on in years," he said. "I might just quit on the job." He added that Mr. Lee's appointment was a constructive thing for OAI. "Having him as a member of the OAI team will greatly strengthen the organization. His broad advertising experience and thorough knowledge of the outdoor medium are valuable assets."

■ Mr. Lee began his business career with Campbell-Ewald Co., Washington, in 1934. After being senior copywriter on U.S. Rubber

(Continued on Page 12)

Burdick, Becker Go Separate Ways

Third Largest Ethical Drug Agency Billed $7,450,000 During 1960

NEW YORK, June 22—Burdick & Becker, third ranking agency in the ethical drug area, is splitting.

Effective June 30, Dean L. Burdick, president, will pull out of the company to establish his own shop, Dean L. Burdick Associates, with offices at 665 Madison Ave.

Robert A. Becker, exec vp and equal partner with Mr. Burdick, will continue at the helm of the present company, with the name expected to change eventually to Robert A. Becker Advertising.

Accounts and personnel will be divided between the two wings in roughly equal proportions. Mr. Burdick will take with him the

(Continued on Page 98)

Squibb Goes with Burdick

NEW YORK, June 22—The E. R. Squibb division of Olin Mathieson Chemical Corp. decided today to string along with Dean Burdick.

Norman Sprei, Squibb ad director, said the company's business now with Burdick & Becker—nutritional, hormone and dental products—will move with Mr. Burdick.

Squibb was the agency's first account and was generally credited to Robert Becker, who was professional ad manager of Squibb prior to going into the agency field. However, the account has been serviced by the Burdick group.

Mr. Sprei also disclosed that another former partner of this agency has been added to the Squibb agency lineup. He said Donald F. Fitzsimmons has been assigned a new unannounced product.

Squibb's other ethical drug agency is Cortez F. Enloe Inc.

'Digest' Buys RCA Record Clubs, Names Sackheim-Bruck

NEW YORK, June 22—Reader's Digest Music Inc., a new subsidiary of the Reader's Digest Assn., has bought the assets of RCA Victor record clubs from Book-of-the-Month Club and named Maxwell Sackheim-Franklin Bruck to handle the advertising, effective immediately.

The purchase included RCA Victor Popular Album Club, RCA Victor Society of Great Music and RCA Metropolitan Opera Record Club. It stripped away about $2,000,000 in billings from Batten, Barton, Durstine & Osborn, which had handled the popular music series.

Schwab, Beatty & Porter, agency for Reader's Digest Condensed Book Club and previous *Digest* "one-shot" book promotions, has had the Great Music discs, budgeted at $200,000, and opera records, billing about $20,000.

■ The *Reader's Digest* takeover came as no surprise to admen who have described the company's recent platter-selling efforts as a "great success." (AA, May 15). Thus far the *Digest* has pushed two of its own albums—"Music of the World's Great Composers," and "Festival of Light Classical Music"—via an extensive direct mail campaign to its subscribers, plus four-color inserts in the *Digest* itself.

Just how the *Digest* will entwine some of its own longhair offerings and those of RCA was not immediately known. One source said, however, that the *Digest* would greatly reduce the RCA ad budget on the popular series by favoring its own magazine and direct mail as prime media. In the past, virtually all magazine groups, and some newspaper supplements, have shared the popular music advertising.

The Sackheim shop is not new to the record business. It handled Columbia LP Record Club until September, 1958, when some of the agency's officers left to form Wunderman, Ricotta & Kline, and took the Columbia business along.

■ Of an estimated 80,000,000 records sold in the U.S. annually, one source said that all RCA brands "probably have a 25% share, and it might go as high as 25,000,000 records." He guessed that the three RCA clubs accounted for 10,000,000 of these, with the popular music portion contributing 90% of the business.

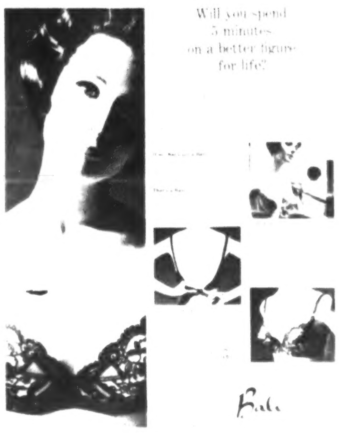
In its brief announcement of the new subsidiary, the Digest mentioned that "the transaction is subject to approval by Book-of-the-Month Club stockholders." It listed no executive slate to head up its expanding records enterprise, but it appeared that two men would figure heavily: Reginald Clough, former promotion director of the magazine, and Walter W. Hitesman Jr., with whom he has been working on sales development of Digest books and records (AA, April 24). ≠

It Was a Long Wait . . .

NEW YORK, June 22—Cutting Batten, Barton, Durstine & Osborn off the agency roster of RCA Victor record clubs, following their purchase by Reader's Digest Music Inc., a new subsidiary, recalled a 1957 hassle involving the *Digest*, BBDO and American Tobacco Co.

At the time, BBDO was handling the *Digest* and American's Lucky Strike and Hit Parade cigarets. Then the July, 1957, issue of the *Digest* cited Hit Parade among the filters that rated "highest in both tar and nicotine."

It developed that BBDO had placed promotion ads for the *Digest* article in some 200 cities. Although BBDO denied yielding to an American ultimatum, "either the *Digest* goes or we go," it resigned the *Digest* account because of a "conflict" with its tobacco client. The *Digest* was billing $1,250,000; Luckies and Hit Parade were billing $15,000,000. ≠



FIVE-MINUTE TEST—*Bali Brassiere Co. will tell how to choose a bra in its fall campaign, using b&w magazine pages like this one.*

Bali Bra Alters Copy to Offset Rivals' Self-Service Sales

NEW YORK, June 20—Bali Brassiere Co., in a reversal of its advertising strategy, will introduce a competitive, reason-why campaign this fall, ending its colorful fantasy-type advertising of the past few years.

Fighting the trend toward bra sales in self-service stores (which are not Bali outlets), the new campaign aims at luring a customer into the fitting room next time she buys a bra. The ads are headlined: "Will you spend five minutes for a better figure for life?"

The copy suggests that a customer "take a Bali bra and several other bras with you" into a fitting room "of a good store" for a five-minute test.

The copy then specifies several ways to test whether a bra fits properly. The ad ends by pointing out that Bali is "sold only in stores with fitting rooms."

■ Although the copy approach has changed, the campaign will continue to use its two-year-old slogan, "Every Bali has a bow, and so do girls who wear them." This slogan stemmed from the 1959 campaign which showed a girl clad, not in a bra, but a giant bow symbolizing the structural bow which is a Bali construction feature.

The new campaign will consist of b&w pages (instead of color, used hitherto), starting in September in *Glamour*, *McCall's*, the *New York Times*, and *The New Yorker*. Trade ads are running this month in *Corset & Brassiere*, *Corset & Underwear Review* and *Women's Wear Daily*.

The campaign is the first to be created by Fletcher Richards, Calkins & Holden, which was appointed Bali's agency last March. Earlier, in December, the account had been resigned by Hockaday Associates. ≠

Wometco Buys KVOS-TV

Wometco Enterprises, Miami, has purchased KVOS-TV, Bellingham, Wash., and Vancouver, for $3,000,000. Purchase of the station by Wometco was previously approved by the Federal Communications Commission.

FTC's Filter Claim Ban Drove Cigaret Makers into False Ads, Says 'Digest'

'To Prevent Misleading Claims, FTC Ruled Out Facts,' Article Says

NEW YORK, June 21—The tar in most cigaret brands is still at 1959 levels, but the nicotine content is up slightly, the *Reader's Digest* has reported in its sixth survey of the business.

The July *Digest* carries a new report on the cigaret industry by the husband-and-wife reporting team of Lois Mattox Miller and James Monahan. Unlike a previous report, however, their examination of the tar and nicotine situation includes an allegation that the Federal Trade Commission's blackout on filter claims in advertising opened the way to misleading ads.

"To prevent misleading claims, the FTC had ruled out facts altogether," the article asserted.

"The blackout still prevails. Meanwhile, the public continues to buy—and smoke—in ignorance."

They implied the ignorance was apparent from the fact that the country's top-selling brand, Pall Mall (American Tobacco Co.), rates highest among all brands in tar content (smoke solids) with 33.2 mg. and second highest in nicotine content with 2.4 mg.

■ These figures were contrasted with the apparently safest brands: Spring (P. Lorillard Co.), King Sano (U.S. Tobacco Co.), and Life (Brown & Williamson)—all king filters.

Life was found lowest in tar with 5.7 mg by the *Digest's* count; King Sano was next with 7.9 mg; and Spring followed with 8.6mg. On the nicotine side, King Sano was purest with a mere 0.4mg; Life next with 0.5mg; and Spring trailed with 0.7mg.

(Continued on Page 97)

No. 3 for GM,C-E . . .

Chevy Film Wins Grand Prize at Cannes Festival

Tv Commercials for Kodak, Bardahl, Timex, Nabisco Among Winners

(Picture on Page 1)

CANNES, June 20—For the third straight year, a Campbell-Ewald commercial for General Motors has won a grand prize at the annual International Advertising Film Festival.

The festival, held here June 12-16, awarded its "grand prix du cinema" to a Chevrolet commercial entitled, "Magic Ride." Although it won in the theater category, the Chevy commercial also has seen service on U.S. television.

The "grand prix de la television," awarded to the outstanding tv commercial entry, went to "Gardening Advice," a British commercial for Schweppes tomato juice. The Schweppes agency, Clifford Bloxham & Partners, entered the film.

Last year, a Campbell-Ewald commercial for Corvair took the television grand prize. And in 1959

(Continued on Page 98)

Ad Age Moves Into New L.A. Offices

ADVERTISING AGE has moved its West Coast sales and editorial office to new and larger quarters. The new address is:

8217 Beverly Bldg.
Los Angeles 48, Cal.

The new phone number for AA in L. A. is:

Olive 1-3710

Denis Higgins is the ADVERTISING AGE editorial representative in this office; **Richard E. McCarty** is AA's advertising representative on the West Coast.

The first Service-Simple automatic washer!
NORGE

SIMPLIFIED—*This 7-column newspaper ad scheduled for newspapers in 88 markets for mid-August will promote the simplified servicing provided by Norge's new automatic washers.*

At Summer Market . . .

Norge Budgets $750,000 in Fall Washer Campaign

Drive in Dailies to Promote Appliance as Simple to Service

CHICAGO, June 20—Norge division of Borg-Warner Corp., and its distributors, will spend about $750,000 in newspaper advertising next fall for its new automatic washers and clothes dryers.

The drive, beginning Aug. 15 and running through November, will feature a series of 14 ads in 88 markets. The factory will place one seven-column and one 1,400-line ad, and distributors will place ten 1,200-line ads.

Jack S. Petterson, director of marketing, said it is the largest newspaper ad campaign in Norge history.

■ The company introduced the "service simple" automatic washer yesterday at the summer home furnishing market being held in the Merchandise Mart and the American Furniture Mart this week.

The newspaper ads will feature a statement by Judson S. Sayre, Norge board chairman, pointing out how Norge has redesigned the washer to provide fast and easy servicing, as well as fewer service calls.

Mr. Petterson said Norge will also spend about $250,000 to $300,000 in women's magazines next fall to promote its "laundry and dry cleaning villages," establishments which feature Norge coin-operated washers, dryers and dry cleaning machines. Keyes, Madden & Jones is the agency.

■ General Electric Co. featured its Sophisticate stereo hi-fi console at the market. The set, which can be hung on a wall, will be introduced to consumers with a b&w spread in *Life* in October. The spread will be changed regionally to provide dealer listings for retailers who will offer a special Columbia 7" record for 50¢ to consumers who come in for a demonstration.

GE said other magazines will be used in the campaign, but the schedule has not been completed. Young & Rubicam will handle the campaign.

■ Aluminum Co. of America announced the 1961 winners of its student design merit awards, presented to students of industrial design. The students and their winning designs will be presented in an eight-page b&w insert in a forthcoming issue of *Industrial Design*. The insert will also be used as a direct mail piece to business executives, design schools and Alcoa customers. Fuller & Smith & Ross, Pittsburgh, is the agency.

Bottoming Out?

The consensus of official statements and press releases at this summer's market is that the home furnishings industry is beginning to feel its way out of the recession slump. Leonard Truesdell, president of Zenith Sales Corp., said the electronics industry has been running about 6% behind last year in sales, but May was up 15.8% over a year ago.

He noted, however, that sales were down about 4% for the first ten days of June. He predicted that stereo fm radio sets will "make a real contribution to the industry," provided that broadcasting and receiving facilities are built to high standards.

Homer Travis, vp of the Kelvinator division of American Motors Corp., said refrigerator sales in the industry were down 8.5% during the first five months of 1961, compared to a year ago, while total laundry equipment is down 8.1%. He predicted an increase of about 10% in appliance sales for the second half, bringing the year about even with 1960.

Robert S. Engelman, exec vp of Spiegel Inc., mail order house, said the company had a sales increase of about 5% for the first half of the year. He revealed that the new fall catalog will feature prices averaging 1.5% lower than the previous book, with furniture, appliances and housewares down an average of 2%. (Sears, Roebuck & Co., said this week that average prices in its fall catalog are 1% below last year.)

The furniture industry, one of the manufacturing groups most hit by sagging sales all along the line in the recent business slump, is beginning to feel an upturn in business, according to a panel of furniture and floor covering manufacturers at a home furnishings market press conference.

Both Thomas W. Tisdall, president of Shaw Mfg. Co., and G. Maurice Hill, Drexel Furniture Co. president, look for 1961 to end up a good year for furniture manufacturers. But both felt 1961 may not equal last year, because the furniture upturn started later than expected and home furnishing sales have not kept pace with the general economic recovery.

The furniture panel said that ad budgets, curtailed by many in the industry the first half of this year, would probably be about the same the second half of 1961 as in the second half of last year to bolster sales.

Price Hike Mandatory

Both Mr. Tisdall and Mr. Hill forecast a furniture price increase shortly. Mr. Hill predicted prices would go up 3% to 5% after the market. Mr. Tisdall said a price increase will be mandatory for the industry "to secure a better return on their investment."

Frank E. Masland, president, C. H. Masland & Sons, said because inventories in the carpeting industry are "pretty well under control and carpet prices will be stable, the industry should have a good fall season extending into 1962."

One thorn pricking carpet manufacturers is the volume of foreign imports. Mr. Masland explained that the Japanese, who depend on their work for existence, keep on manufacturing even if they have no orders. He said, however, that in Japan there is the beginning of a domestic market for carpeting.

H. A. Jensen, general sales manager, floor division, Armstrong Cork Co., said that for resilient flooring, 1960 was not a bad year by any measurement, and the total volume of business this year will be slightly higher than in 1960.

One furniture manufacturer, Kroehler Mfg. Co., Naperville, Ill., has launched an aggressive drive to retailers, timed to coincide with the home furnishings market, asking: "What's happened to your slice of the pie?"

The page ads, running in all the industry trade publications, show two pieces of pie, one slim and one ample. The small piece is labeled "home furnishings industry." The large slice says, "other consumer goods and services." The ad stresses that the "home furnishings industry has not held on to its share of the consumer dollar" and asks, "isn't it time for all of us to do something about getting back our fair share of the consumer's business?"

KROEHLER

starts a program to make your slice plump and juicy again

KROEHLER

SLIM SLICE—*Kroehler Mfg. Co. is running this page in 12 furniture trade publications during June and July coinciding with dates of markets in Chicago, New York, Dallas, Los Angeles, High Point and San Francisco. Henri, Hurst & McDonald is the agency.*

The ad describes a pilot fall national ad campaign being planned by Kroehler built around the slogan, "It's easy to have a beautiful home—Take a look around your home (everbody else does)."

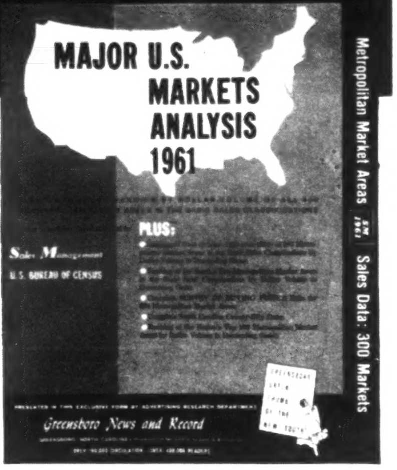
The same theme will be used in a 1962 campaign, according to Kroehler. Henri, Hurst & McDonald is the Kroehler agency.

■ The Merchandise Mart termed "very successful" its Project Prosperity campaign to bolster the market (AA, May 22). The $100,000 drive used trade advertising from May 22 to June 12 "to inspire confidence and enthusiasm within the industry." The ads were backed by a series of letters to 70,000 buyers signed by Secretary of Commerce Luther Hodges, Illinois Gov. Otto Kerner and Chicago Mayor Richard J. Daley supporting Project Prosperity.

■ The National Appliance & Radio-TV Dealers Assn. picked market week to announce the appointment of Jules Steinberg, Midwest editor of *Mart Magazine*, as exec vp. The post has been vacant since Gail Pinkstaff resigned April 15. ≠

Cohen & Aleshire Ads Drugs

Norwich Pharmacal Co., Norwich, N. Y., has appointed Cohen & Aleshire, New York, "to develop two new products." The agency already handles several Norwich products.


MAJOR U.S. MARKETS ANALYSIS 1961
PLUS:
Sales Management
U.S. BUREAU OF CENSUS
Greensboro News and Record
Metropolitan Market Areas
Sales Data: 300 Markets

PICK THE MARKETS THAT PAY OFF!

Get this Just-Published
9th Annual Edition
Markets Analysis Book

Invaluable marketing brochure containing exclusive information not available elsewhere. For men who make the decisions in: Sales • Media • Advertising • Market Research • Manufacturing • Distribution • Retailing

- Complete Data for the Nation's 300 Metropolitan Markets.
- Dollar Volume Ranking of the Nation's 300 Markets in 10 Major Sales Classifications.
- Gain or Loss (1960 over 1954) in Dollar Volume Ranking of the Nation's 300 Markets in the Basic Sales Classifications.
- Dollar Volume Ranking of the South's Top 20 Metropolitan Markets in the Basic Sales Classifications.
- Dollar Volume Ranking of the Nation's Top 100 Metropolitan Markets in Total Retail Sales.
- Household Income Ranking for the Nation's 300 Metropolitan Markets.

This highly prized brochure will give you a completely dependable and authentic source of market comparison and a yardstick for measuring the sales performance of your company. Write today on your company letterhead for your free copy of "Major U. S. Markets Analysis 1961."

1961 Major U. S. Markets Analysis. Based on authentic data from Sales Management Survey of Buying Power and U. S. Bureau of Census. Published annually by the Greensboro News and Record.

GREENSBORO
GREEN
THUMB
OF THE
NEW SOUTH

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
OVER 100,000 CIRCULATION • OVER 400,000 READERS
In the Top 20 Retail Markets of the South and Top 100 of the Nation
Represented Nationally by Jann & Kelley, Inc.
New York 366 Madison Ave.
Chicago 360 N. Michigan Ave.
Detroit 926 Buhl Bldg.
Atlanta 323-24 Palmer Bldg.
San Francisco 111 Sutter St.
Los Angeles 2412 7th St.
Kansas City 1009 Baltimore Ave.

WAVE-TV sells 28.8% more Soft Drinks and Confections

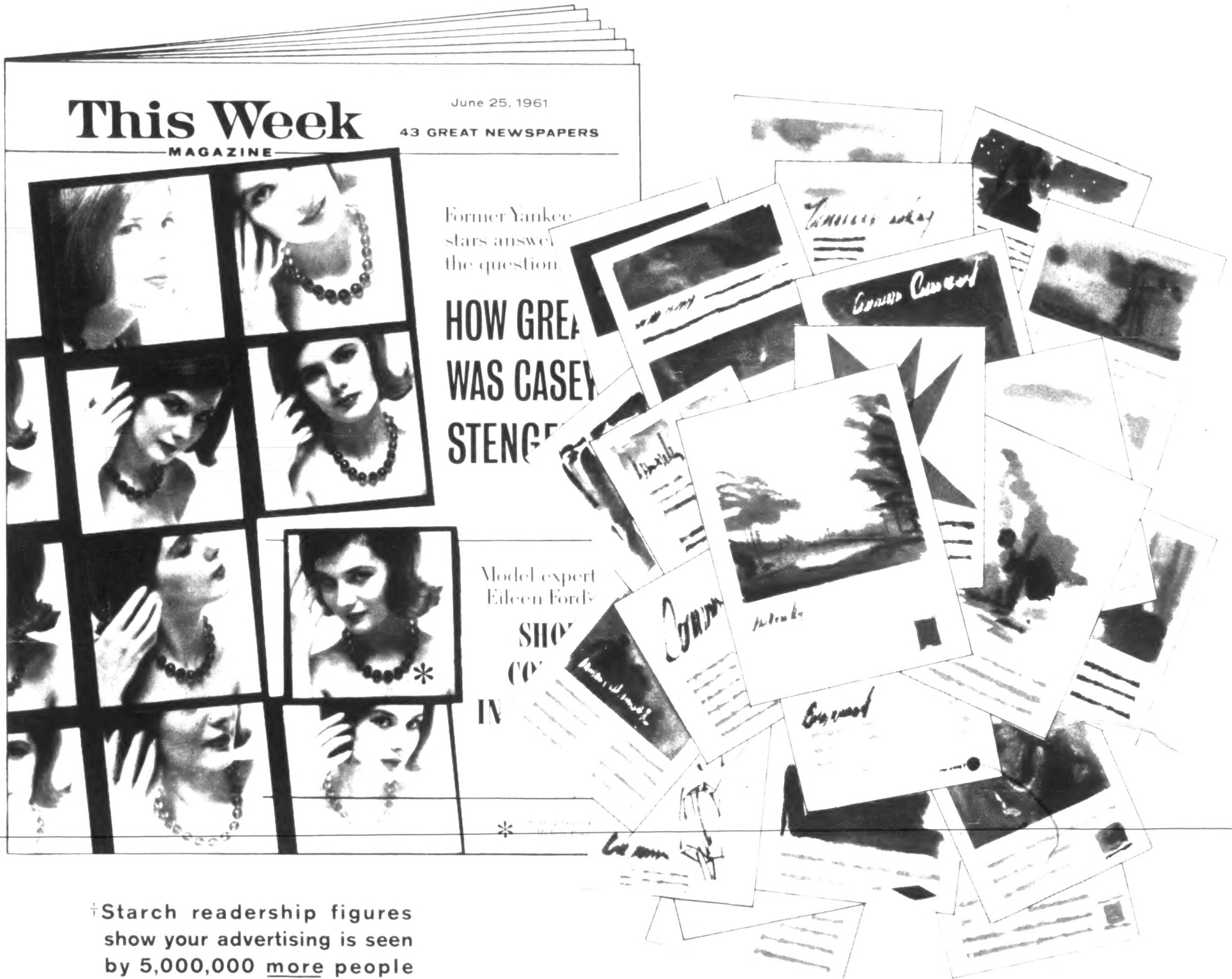
— to 28.8% more men, women, teenagers and children!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

Is your advertising "getting through"?

Here's how advertising gets through in This Week Magazine


This Week
MAGAZINE
June 25, 1961
43 GREAT NEWSPAPERS
Former Yankee stars answer the question
HOW GREA
WAS CASEY
STENG
Model expert Eileen Ford's
SHO
CO
IN

†Starch readership figures show your advertising is seen by 5,000,000 more people in THIS WEEK Magazine!

	% Readers Noting		No. Readers Noting	Total
LIFE	MEN	26	1,519,000	3,678,000
	WOMEN	34	2,159,000	
This Week MAGAZINE	MEN	30	3,003,000	8,774,000
	WOMEN	46	5,771,000	

†Published Starch readership figures—these figures represent the averages for all ads in all 1960 issues of This Week and Life magazine.

More people will read your advertising in This Week than in any other magazine

This Week
MAGAZINE

CIRCULATION **13,901,712**

Calo Ads Stay with Animals to Achieve —er—Human Interest

It's a family affair . . . all cats need meat, and Calo Cat Food is packed with meats

OAKLAND, CAL., June 20—Live lions, tigers and leopards have been persuaded by photographer Jason Hailey to lie down together with ordinary house cats, obtained from the Society for the Prevention of Cruelty to Animals, to become models for Calo Pet Food Co.'s current campaign.

The lion-cat theme for the Calo cat and dog food campaigns was prepared by the San Francisco office of Foote, Cone & Belding, the agency which won for the same client a series of major awards, including first prize at the 1959 International Film Festival at Cannes.

A series of minute tv commercials, prepared by Quartet Films, Hollywood, repeat the sales story evolved for the company when FC&B first won the account. It is the same sales story used in the cat commercials which won the top 1958 Venice Film Festival prize.

Print ads of 640 lines are running in selected eastern newspapers, with up to 24 insertions scheduled, and in Pacific Coast supplements in Seattle, Portland, San Francisco, Oakland, Los Angeles and San Diego. A total of nine pages have been scheduled through November.

It was the tv portion of FC&B's dog food campaign for Calo that won first award in the Cannes festival.

■ "This award," explains Robert Leefeldt, FC&B account supervisor for Calo, "actually was a more important award than the previous year's Venice Film Festival prize. The 'tired dog' commercial was the first among all commercials, 30 to 60 seconds in length, entered from the U. S."

The current dog food print campaign reflects a somewhat different approach than that used in tv and is based on the animal appeal of editorial photographs built upon a family situation.

"We sought to achieve candid quality photographs," Mr. Leefeldt declared, "with a quality which would be appealing to women; housewives being our primary consideration. These ads run concurrently with and in the same media as the cat food ads."

Appropriate point of sale material is also being used, integrated with both the current cat and dog food campaigns.

Theme of all the ads is: "It's a family affair . . . all cats need meat, and Calo cat food is packed with meats." #

Nth Stone Names Ackerman

Nth Stone Inc., Oklahoma City, manufacturer of architectural cast stone, has named Ackerman Associates, Oklahoma City, to handle advertising and public relations. The company is establishing franchises in other major markets.

Vickery Joins WJBF-TV

George Vickery, formerly a Miami pr executive and director of publicity and merchandising of WTVJ, Miami tv station, has been named promotion manager of WJBF-TV, Augusta, Ga.

Aves, Shaw Shops Disaffiliate

Aves Reverts to Former Autonomous Status; Ring Leaves to Join Waldie

GRAND RAPIDS, June 21—Aves, Shaw & Ring has terminated a two-year affiliation with John W Shaw Advertising, Chicago.

Wesley Aves, president of the agency, also announced that the agency will change its name to Aves Advertising Inc., effective July 1. Aves will continue to maintain its headquarters here and a branch office in Chicago.

The name change was promoted by the split with Shaw and by the resignation of Kenneth C. Ring, vp in charge of Aves' Chicago office, who has joined Waldie & Briggs, Chicago, as an account supervisor. Mr. Ring has been succeeded by William E. Sproat, who was just promoted to vp.

Wesley Aves

Kenneth Ring

■ "Several factors are reflected in our name change and the new appointments," Mr. Aves said. "While our relations with the Shaw organization and with John Shaw, personally, have been and continue to be extremely friendly, the affiliation has not proved entirely practicable for either of us.

"And recent reductions in our billings obviously called for some reorganization of people and viewpoints. Most important of all, the sound growth pattern of our Grand Rapids office has provided us with a dependable blueprint for a program of continued development throughout our total operation," Mr. Aves said.

The billings losses referred to by Mr. Aves concerned the departure earlier this year of the two biggest accounts in the agency's Chicago office—A. J. Canfield Co., Chicago (AA, April 24), and Jacobsen Mfg. Co., Racine (AA, May 1). The two accounts billed about $600,000, or an estimated 80% of billings in the agency's Chicago branch.

■ Aves, Shaw & Ring billed about $2,400,000 in 1960 and currently is billing at the rate of $2,250,000. The agency has nearly replaced the loss of Jacobsen and Canfield with the acquisition of six new accounts—Challenge Machinery Co., Grand Haven, Mich.; General Electric Co.'s magnetic materials section, Edmore, Mich.; Holland-American Wafer Co., Grand Rapids; I-XL Furniture Co., Goshen, Ind.; the evening divisions of Northwestern University; and Zenith Radio Distributing Corp., both of Chicago.

One Aves account, Hamler Industries, Chicago, has followed Mr. Ring to Waldie & Briggs. The Aves agency said it knew of no other accounts which were leaving.

Before affiliating with the Shaw agency two years ago (AA, June 1, '59), the Aves agency had operated for 16 years as Wesley Aves & Associates. #

Sealander Names Adams

Sealander Inc., Baltimore, boat builder, has named Adams Associates, York, Pa., as its agency.

AMPLIFY
YOUR
CORPORATE
ADVERTISING

TO REACH 15,000,000 EARS

It has been estimated by an authoritative source that there are now about 15,000,000 individual shareholders who hold stock in America's publicly-owned corporations. Because of the growing importance to management of this vast body of shareholders...and the enormous costs of reaching them directly with corporate advertising . . . more and more companies are pinpointing their corporate and financial advertising to that smaller corps of professionals who advise and counsel the 15,000,000.

Thousands of these Customers' Men, Banking Trust Officers and Security Analysts are among the 140,000 subscribers of Barron's...the weekly working tool of the few who counsel the many. And there is no better way to reach this important, select group than by placing your corporate message in Barron's . . . the unique every-week publication that moves the minds that mind the money.

BARRON'S
. . . where advertising, too, is read for profit!

THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES

New York
50 Broadway

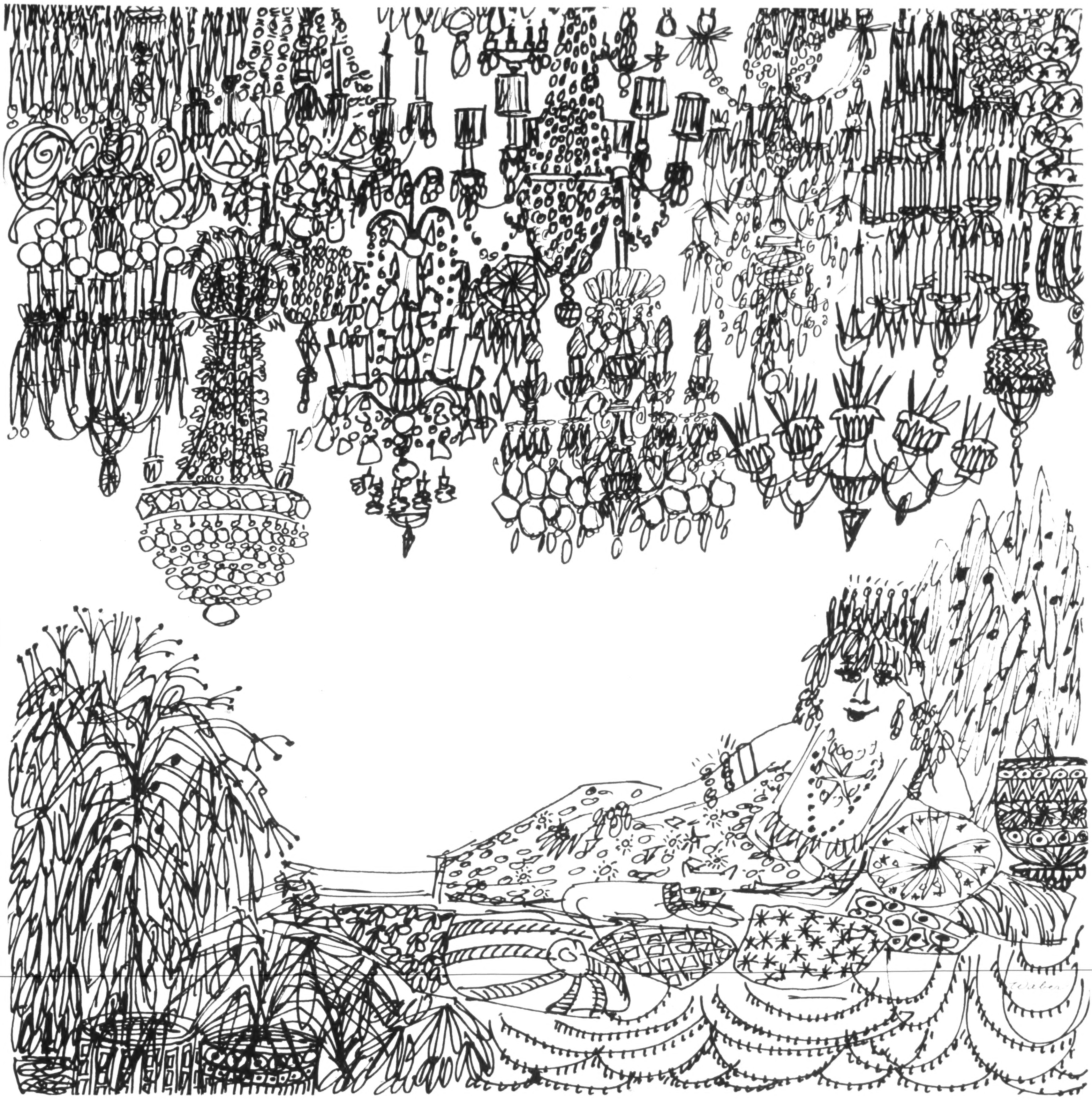
Chicago
711 W. Monroe St.

Boston
388 Newbury St.

Philadelphia
1528 Walnut St.

Los Angeles
2999 W. 6th St.

Cleveland
1325 Lakeside Ave.



Money isn't everything

It can't buy youth. Or family. Or intelligence. Luckily, Ladies' Home Journal readers already have all this anyway. More of it -- more youth, bigger families, better education, and incidentally, more money -- than the readers of any other major women's magazine.* / This should come as no surprise. For years and years and years, the Journal has had a telling way with America's foremost ladies. We go for this kind of woman. And vice versa. / In light of all this, our opening statement stands corrected. There is one place where you can buy youth and family and intelligence and wealth in abundance: The Ladies' Home Journal.

When the Journal speaks–women listen

*1961 STARCH CONSUMER MAGAZINE REPORT

Hutchins, Rogers Join Agency

John Hutchins, public relations consultant, has been appointed Georgia director of Public Relations & Advertising Associates, which has headquarters in Birmingham. The agency's main Georgia office will be in the Candler Bldg., Atlanta, with a branch office in Columbus. The agency has also added Richard H. Rogers as an artist and production expediter. He formerly was an artist at the Birmingham Paper Co.

'Saturday Review' Adds Office

The *Saturday Review* has opened a midwestern office at 919 N. Michigan Ave., Chicago, and has named Raymond W. Welch Jr., formerly a publishers' consultant in New York, western advertising manager. The *Saturday Review* also has named to its New York sales staff Ross G. Harrison Jr., previously with *Scientific American*, and Alfred S. Nalle Jr., formerly with Harper-Atlantic Sales and *Field & Stream*.

California Drug Men Ruled Guilty of Price Fixing

Druggists' Lawyer Plans Appeal on Prescription Pricing Decision

SAN FRANCISCO, June 20—A federal court jury decided here last week that the Northern California Pharmaceutical Assn. was guilty of conspiring to fix the retail price of prescription drugs (AA, June 19).

Co-defendant, and also found guilty in the criminal case, brought under the Sherman Anti-Trust Act, was Donald K. Hedgpeth, past president of the association and author of its controversial pricing formula.

It was the first such case ever brought by the U. S. government and was tried before Judge Louis E. Goodman. Maximum penalty for the association is a $50,000 fine. Mr. Hedgpeth, a San Francisco pharmacist, who owns a drug store here, faces a possible $50,000 fine and one year in jail.

The government charged during the trial that in the four years the Hedgpeth price schedule was used by the 1,500 members of the association, the public paid at least $12,000,000 more for prescription drugs than prior to 1957.

"Upward revision of the Hedgpeth drug pricing schedule in 1958 cost Northern California consumers more than $3,000,000 a year," the jury was told by Department of Justice Attorney Don H. Banks in his summation.

■ The jury's verdict was reached after four hours of deliberation. Arthur B. Hanson, attorney for the pharmacists, said it would be appealed to the Supreme Court "if necessary."

Lyle L. Jones, chief of the San Francisco anti-trust office of the Justice Department, said the verdict was "a great victory and will prevent price fixing in other areas.

■ "The verdict," he said, "will go far to eliminate restraints in the drug field where cases have not yet been brought."

Civil injunction suits are now pending against druggist groups in Arizona, Utah and Idaho.

Mr. Jones also said the government will now ask for a trial of a civil suit filed in federal district court here last Dec. 22, asking that the pharmaceutical group be restrained from fixing prices of prescription drugs.

Anti-trust lawyers here also indicated the verdict "might open the way to civil recovery suits filed by individuals claiming they were overcharged as a result of the price fixing conspiracy."

In his instructions to the jury, Judge Goodman said it was the opinion of the court that "the evidence is fully sufficient to show the drugs were in interstate commerce when sold to the public and that therefore the government proved its burden."

During the trial, Mr. Banks had contended that the price of some drugs rose more than 100% as soon as the first Hedgpeth list went into use in 1957, and that the association members sell more than $50,000,000 worth of prescription drugs a year. ■

It's here, Detroit! Light-hearted
Falstaff Beer
FALSTAFF
Americas third largest selling Beer and still growing in popularity!
AMERICA'S PREMIUM QUALITY BEER

LIGHT HEARTED—*This is one of the four-color pages Falstaff Brewing Co., St. Louis, is using as its drive to enter the southeastern Michigan market gets under way (AA, May 29). Broadcast media and transit ads also are on the schedule. Dancer-Fitzgerald-Sample is the agency.*

Meldrum & Fewsmith Boosts Meldrum, Pfleger; Adds Unit

Meldrum & Fewsmith, Cleveland, has appointed Andrew B. Meldrum senior vp—account management and development and has named Robert E. Pfleger senior vp—administration.

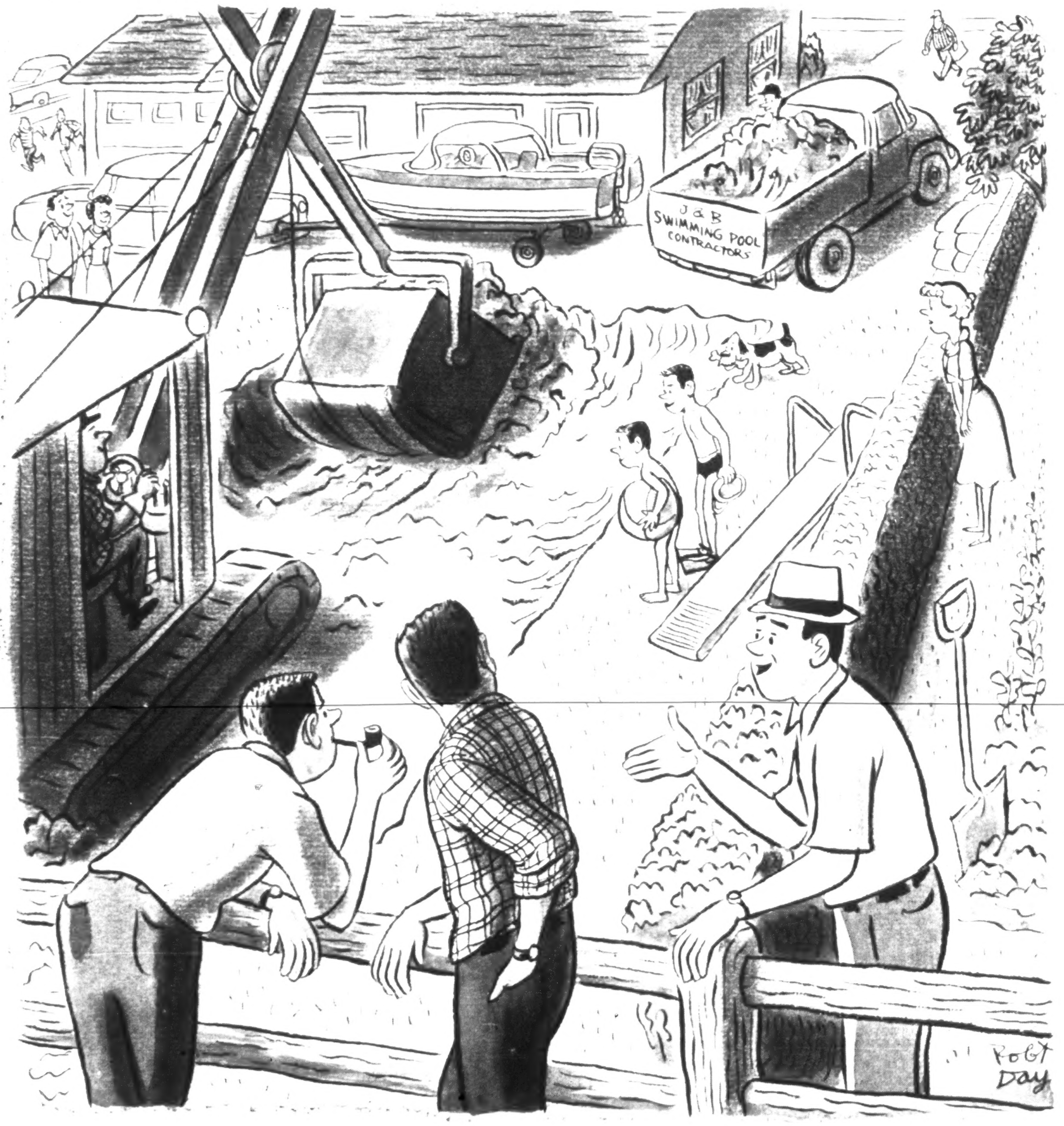
Both men, who are directors, joined the agency in 1946 and have worked on a variety of consumer and industrial advertising accounts. Mr. Meldrum is the son of the late Andrew Barclay Meldrum, agency founder. Mr. Pfleger is also an officer and director of the company's newly-formed subsidiary, Opinion Builders. Also, Michael J. Saada, public relations director of Eaton Mfg. Co., Cleveland, will join Opinion Builders as president July 1.

Andrew B. Meldrum   Robert E. Pfleger

Ridley Names McCarty Co.

Ridley & Co., Los Angeles, manufacturer of concrete placement equipment, has appointed McCarty Co., Los Angeles, to handle advertising and promotion.

INSIDE SOLID CINCINNATI:



"Somebody must have told Huntley we Cincinnati Enquirer families have $600 more a year to spend."

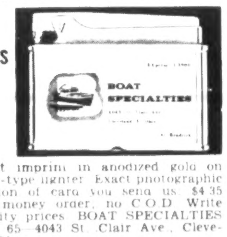
..................**SOLID CINCINNATI READS THE CINCINNATI ENQUIRER**

Daily Enquirer families *make* more, *need* more, *spend* more than the average Cincinnati family. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, call or write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

PERSONALIZED CIGARETTE LIGHTERS—

YOUR BUSINESS CARD: only $4.35



Permanent imprint in anodized gold on automatic-type lighter. Exact photographic reproduction of card you send us. $4.35 check or money order, no C.O.D. Write for quantity prices. BOAT SPECIALTIES Dept. AA 65—4043 St. Clair Ave., Cleveland 3, Ohio

Cost per mention based on current one-time black-and-white page rates.	**Newsweek**		**Time**		**U.S. News & World Report**	
	percent coverage	*cost per mention**	*percent coverage*	*cost per mention**	*percent coverage*	*cost per mention**
Industrial Equipment Mfr. *1,063 respondents*	39.1	$18.79	42.9	$31.36	21.0	$28.45
Office Supplies Mfr. *2,191 respondents*	44.4	$ 8.04	44.6	$14.62	28.4	$10.20
Steel Company *972 respondents*	40.4	$19.89	43.7	$33.65	31.3	$20.87
Constr. Material Assn. *696 respondents*	39.5	$28.42	33.9	$60.59	27.6	$33.05
Producer, Rubber MECHANICAL GOODS *818 respondents*	43.9	$21.76	46.1	$37.93	32.4	$23.94
Ind'l Lubricants Refiner *888 respondents*	30.1	$29.27	29.4	$54.79	16.7	$42.87
Truck Manufacturer *1,424 respondents*	27.4	$20.04	22.1	$45.40	12.6	$35.45
Chemical Corporation *1,483 respondents*	27.8	$18.92	40.7	$23.68	18.2	$23.50
Another Steel Co. *805 respondents*	33.3	$29.16	31.1	$57.20	21.0	$37.54
Composite of 9 Studies *10,340 respondents*	36.3	$ 2.08	37.7	$3.66	23.0	$2.67

Their research proved it!

Nine major companies (and there are more to come) have conducted marketing and readership studies, in cooperation with Newsweek. They selected their own samples of *customers and prospects*. Above, you see the coverage by the newsweeklies—and their efficiency of coverage. In every case, Newsweek proved to be the most efficient. For details of these studies, contact your local Newsweek Representative, or Charles E. Kane, Advertising Director, Newsweek, 444 Madison Avenue, New York 22, N. Y.

Newsweek

by industry's own measurements . . . the most efficient newsweekly

FTC Revamp Provides Continuity in Handling of Cases, Functional Setup

WASHINGTON, June 22—A top-to-bottom reorganization of the Federal Trade Commission is to become effective July 1, in an effort to achieve the improved results which Chairman Paul Rand Dixon has been promising.

One key to the change is the elimination of separate bureaus of investigation and litigation. Under the new setup, the commission is to be organized functionally, with two major divisions—a deceptive practices bureau and a restraint of trade bureau, each controlling its own cases from the inception of investigation through prosecution and compliance checkup, to see that final orders are obeyed.

A major innovation in the new setup, Chairman Dixon says, is the centering of responsibility on individual attorneys to see that cases go forward without delay.

Chairman Dixon cites statistics to demonstrate that FTC not only needs more manpower, but must make more effective use of the manpower it has. On May 31, he said, FTC had 2,519 investigations pending, compared with 1,808 12 months previously, an increase of 39%. In 1960, it was able to dispose of only 1,090 investigations.

▪ The new FTC operating plan provides for six major bureaus. In addition to the bureaus for deceptive practice and restraint of trade cases, there are smaller bureaus to handle textile labeling, trade practices conferences and industry guides, field operations and economics.

In announcing the shakeup, Chairman Dixon listed more than 25 top staff people who will be moving into major posts.

• The new deceptive practices bureau will be under the direction of Daniel J. Murphy, of Boston. He has been with FTC since 1936, most recently as assistant director of litigation, in charge of anti-deceptive practices work.

In the deceptive practices bureau Mr. Murphy will have five principal subordinates.

For foods, drugs, cosmetics and devices, as well as monitoring of radio and tv broadcasts—Charles A. Sweeny, of Arlington, Va.

For deceptive practices for other products, two divisions are to be established, under Morton Newsmith, of Birmingham, Ala., and Michael J. Vitale, of Newark.

The medical and scientific division remains under Frederick W. Irish, of Washington.

Compliance—Berry W. Stanley, of Richmond, Mo.

• Other major appointments:

Restraint of trade bureau—to be directed by Joseph E. Sheehy, of Mystic, Conn., who has been with FTC since 1925, recently as director of litigation.

• **Bureau of trade practices conferences and industry guides**—Byron H. Jacques, of Wichita, now staff director of the House small business committee. He served with FTC from 1934 until 1957.

• **Textiles**—Harvey Hannah, of Harlan, Ky., who had been directing this work in the past.

• **Field operations**—Samuel L. Williams, of Kingston, N.C., formerly a chief project attorney in the bureau of investigation.

• **Economics**—Prof. Willard G. Mueller, who has just joined FTC after serving as an assistant professor at the University of Wisconsin.

All six bureaus report to John N. Wheelock of Chattanooga, who was appointed executive director of FTC May 2. =

Spiegel Gets Mail Service for Prescription Drugs

CHICAGO, June 22—Spiegel Inc.'s new fall catalog will offer credit account customers a new service—filling prescriptions on a non-profit basis.

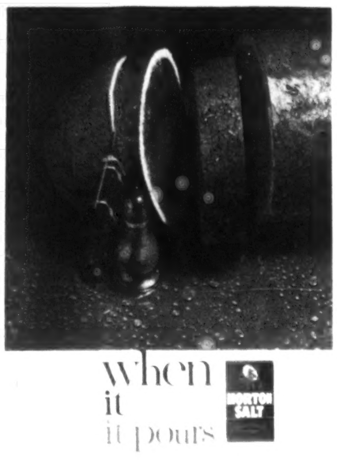
The mail order house has set up Spiegel Prescription Drug Foundation to fill the prescriptions. No orders will be filled for narcotics or barbiturates.

The American Medical Assn. and the American Pharmaceutical Assn. are both on record as opposing mail order prescription filling. The AMA said the system lacks "the direct personal relationship which exists between the patient, physician and pharmacist at the community level." The pharmacists said the system does not permit the accessibility of prescription files in an emergency.

M. J. Spiegel, board chairman, said the company expects to save customers between 25% and 40% of the cost of prescriptions. =

WXYZ Names Gilbert VP

John O. Gilbert II, general manager of WXYZ, Detroit, has been elected a vp of the radio station.



MELON—*Morton Salt Co., Chicago, varies its usual art treatment in this ad in the July issues of Family Weekly, Farm Journal, Parents' Magazine and Reader's Digest. Needham, Louis & Brorby is the agency.*

Pall Mall Buys Color in Million Market Dailies

NEW YORK, June 20—American Tobacco Co. is using newspaper color for the first time for Pall Mall, last year's largest selling U.S. cigaret (AA, Dec. 26).

Confined to the five members of Million Market Newspapers, the only group so far able to satisfy American Tobacco on the matter of color control, the current ad series (June 20, June 27, July 1) is the culmination of ten years' effort to get the right Pall Mall color in newspaper r.o.p. color ads.

The color ad will run in the *Washington Star, Boston Globe, St. Louis Post-Dispatch, Philadelphia Bulletin,* and *Milwaukee Journal.* The same ad—1,000 lines—will go into Pall Mall's regular list of newspapers as b&w copy.

A test color ad went into the *Washington Star* last Feb. 14, followed by other insertions May 16 and 23.

▪ According to Robert K. Heimmann, assistant to the president of American Tobacco, the color campaign will continue through the rest of the year in Million Market Newspapers.

Sullivan, Stauffer, Colwell & Bayles is the agency. =

Lithographers Union to Weigh $1,000,000 in Ads to Push Industry

NEW YORK, June 22—The Amalgamated Lithographers of America will be asked to approve an advertising budget of "as much as $1,000,000" at its annual convention in September.

Theme of the international meeting, to be held in Miami Beach, will be an unusual one for a labor union: "Promotion." And 300 delegates will be asked to ratify the decision of the union's international council to expand the current promotion of lithographic printing.

In the forefront of the drive to put the 25,000-member union solidly into advertising is Edward Swayduck, president of Local 1, which is currently running a trade and business magazine schedule (AA, May 22) with such headlines as, "Automation? Absolutely!" and "Featherbedding is for the birds!" J. S. Fullerton Inc. handles the account.

▪ Mr. Swayduck said recently that his union could not afford not to advertise. "We see a definite improvement in job opportunities since we began to promote our industry. Lithographic payrolls in the New York area are about $55-60,000,000 a year. If we spend $150,000 this is less than one-fourth of 1%. Lithographic payrolls in the U.S. and Canada are more than $400,000,000 and the same ratio of promotional expenses would be over $1,000,000.

"In New York if we promote lithography and increase sales by only 1%, we will increase lithographic wages by about $600,000. In the U.S. and Canada, a modest increase of 1% in sales would be at least $13-15,000,000, or about $5,000,000 in wages." =

'Harper's Bazaar' Names Slater

Philip Slater, West Coast manager of *Harper's Bazaar,* has been promoted to fashion advertising manager. He will join the New York office July 1. He succeeds Richard McMahon, who has been promoted to advertising manager. Succeeding Mr. Slater on the West Coast will be Robert Reiff, formerly vp of Million Market Newspapers.

Harper Names Schneiderman

Harper Brush Co., Fairfield, Ia., has appointed Harry Schneiderman, Inc., Chicago, to handle its account. Previously it was handled by Phil Gordon Agency, Chicago, which has merged with Bozell & Jacobs (AA, March 13).

Barrett
Peabody
Jones
Bell
Hoyt
Wilson

NEW SERVICE—*These are a few of the members of a new group, Advertising Review Counsel, headquartered at 420 Lexington Ave., New York. The new service, staffed by veterans of advertising who are now active as consultants, is designed to be of service "to the small and medium size agencies . . . as a review board . . ." Shown here are Fred Barrett, formerly of Batten, Barton, Durstine & Osborn; Stu Peabody, formerly of Borden Co.; Russell Jones, formerly of Cunningham & Walsh; Franklin Bell, previously with H. J. Heinz & Co.; Sherman Hoyt, previously with BBDO and Young & Rubicam, now business manager and secretary of the group; and Bob Wilson, last with Leo Burnett Co. Members not shown are Ralph Head, formerly of BBDO; Ken Dyke, previously with NBC and Y&R; John Breen of Raymond Loewy; Harry Hahn, Electrical Merchandising; and Ray Haun, This Week Magazine.*

$9,000,000 More . . .

Hazel Bishop Suit Charges ABC-TV in 'Discrimination'

Bishop Got 'Undesired' Stations, Shows, Times, Says New Countersuit

NEW YORK, June 22—Hazel Bishop Inc. has filed suit against American Broadcasting-Paramount Theaters Inc., charging the American Broadcasting Co. television network with discriminatory anti-trust violations and damages to the cosmetics company of more than $9,000,000.

Last January, AB-PT sued Hazel Bishop and its advertising agency, Raymond Spector Co., for $1,384,365, for alleged refusal to live up to agreements to sponsor several television shows.

Bishop filed a counterclaim for some $9,000,000 in that suit, which was filed in state supreme court, charging the network with failure to live up to its agreements and with anti-trust violations under a state law.

Now, what appear to be essentially the same charges have been made under a federal statute. The suit was filed this week in southern district court here.

▪ Bishop listed seven causes of action in its latest proceeding. Among them:

• "Favored purchasers," including Hazel Bishop competitors, were able to purchase tv programs "of like grade and quality during equivalent hours of the day for the same period" for "substantially less cost" than Hazel Bishop.

• Because of network contracts and tie-ins with affiliate stations, Hazel Bishop could not buy locally at desired times, or sponsor independently packaged shows. It was forced to spend excessively for "undesired television programs on undesired stations at undesired times."

• ABC would not sell Bishop any shows prior to April 22, 1961, unless it agreed to sponsor them for about six months starting April 22. As a result, Hazel Bishop "for the first time in ten years has not advertised any of its cosmetics products on national television during the most valuable advertising months in the year (January-April, 1961)."

The company's ad program was "virtually dictated" by the tv network, and it has "completely disintegrated" and has taken on a patchwork, rather than an integrated, character, resulting in "a substantial loss of business and profits." For this, $2,000,000 damages are sought.

▪ Because of the limited amount of prime time available, and its control by the networks, the complaint charged "there is virtually no free competition in the television broadcasting field protecting those who purchase television programs for advertising their products."

▪ American Broadcasting-Paramount Theaters Inc. said today it had no comment on the two suits.

The January litigation by AB-PT, based on cancelation of "The Islanders" and "Adventures in Paradise" by the sponsor, has since bogged down in a series of motions and affidavits. The latest, filed June 19, dealt with matters of law concerning requests by Bishop for a lengthy bill of particulars from AB-PT. =

LOOK
CAN MAKE
YOUR
AD

With its current (July 4) issue.
LOOK becomes the first major magazine
to use—and offer—
white ink as a fifth color.
The dramatic results
can be seen on pages 56 to 59.
White-ink printing opens up
new horizons for the advertiser
of a product that has white in it
or is packaged in white
or needs whiteness to show its advantages.
Continued pioneering is
a mark of LOOK leadership.

LO
What it is
How to keep it
Where modern beauty began
JACQUELINE KENNEDY

FOR FURTHER INFORMATION ABOUT WHITE-INK PRINTING, CONTACT YOUR LOOK REPRESENTATIVE OR DON PERKINS, DIRECTOR OF ADVERTISING, LOOK, 488 MADISON AVENUE, NEW YORK 22, N. Y.

Codes Will Be Tougher Under Czar: Collins

(Continued from Page 1)

unified in an NAB code authority, under a vice-president to be selected by Mr. Collins. The new code authority director will have power to rule on matters of code interpretation. His rulings will be final, subject to appeal to the separate radio and tv code review boards.

During his appearance before the juvenile delinquency subcommittee, Mr. Collins said that the decision to have a vice-president for code enforcement will result in greatly stepped up code activity.

"In the past," he said, "the decisions were made by code review boards. It was as if a committee from the legislative branch was trying to do administrative work."

Under the plan approved by the board, the radio and tv codes are to be combined "to the extent practicable," he said, and are to operate under a single over-all NAB code authority.

"With the establishment of a single code authority, our code work will be headed up by a new officer of recognized outstanding competence and stature.

■ "Our code review boards will be reduced in size and relieved of administrative and executive details. A much greater degree of authority will be vested in the code authority director and his unified staff. Headquarters will remain in Washington, with offices in New York and Los Angeles, but the size of the staff and the amount of monitoring will increase," Mr. Collins said.

In the new arrangement, the radio and tv code review boards will be composed of five broadcasters each, compared with nine on the existing radio board and seven on the tv board. The vice-president for code authority is visualized as an operating executive.

In appointing chairmen for the radio and tv code review boards, Mr. Collins will look for broadcasters who are willing to devote time and effort to the public speaking and other pr chores that fall on the code authority.

■ The subcommittee also received testimony from FCC Chairman Newton Minow, who expressed confidence that NAB is moving in the right direction under the leadership of Mr. Collins.

The FCC chairman reiterated his concern about children's programming in particular. "Children watch anything," he declared. "And when a broadcaster uses crime and violence and other shoddy devices to monopolize a child's attention, it's worse than taking candy from a baby—it is taking precious time from the process of growing up."

He got in a plug for legislation authorizing FCC to regulate networks, which the commission endorsed last year, before he became chairman. Chairman Minow said station licensees today no longer have an opportunity to see or hear programs in advance.

"If the industry has so changed that the licensee—the legally responsible man—cannot know what he is going to broadcast—then the scope of regulation should be broadened," he said. =

Tausig Joins Videotape

Thomas Tausig, formerly vp in charge of radio-tv at Grant Advertising, New York, has joined Videotape Productions of New York in the new post of director of program sales.

Congressional Okay of Highway Outdoor Ban Extension Near

WASHINGTON, June 22—A Senate amendment which continues the interstate highway billboard control program for another two years survived a Senate-House conference today, and final congressional approval appears likely.

Without favorable congressional action, the billboard control feature of the highway program was scheduled to end June 30. The highways bill passed by the House earlier this year omitted any mention of the billboard program, but the two-year extension was added in a Senate floor fight last week (AA, June 19).

Meanwhile, six more states have qualified for the billboard control bonus: Maine, Nebraska, New York, Oregon, West Virginia and Wisconsin. Only three states—Maryland, North Dakota and Kentucky—qualified until now. =

Lee Named to Succeed Coste as President of OAI

(Continued from Page 3)

Co. and other accounts, he joined *Vogue* and *House & Garden* in New York as a salesman.

His next affiliation was with Geyer, Cornell & Newell, Detroit, as copy chief on American Motors Corp.'s Kelvinator and Leonard accounts. Then he joined Sears, Roebuck & Co., taking charge of all advertising for hard-line goods. Subsequently he moved to Goodyear Tire & Rubber Co. as manager of store and dealer advertising.

He joined D'Arcy in Cleveland in 1946 as account executive on General Tire & Rubber. Next step was to Detroit, where he was co-manager for D'Arcy and account executive on the Packard business. He moved to D'Arcy in Chicago in January, 1957.

Kent Lee

Felix Coste

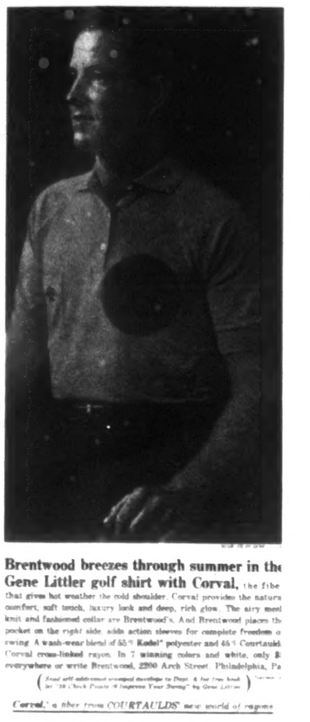
■ Mr. Coste said he believed he had lived up to some of the aims he had set when named to the presidency. On the principle that "the best way to get business is to go where the business is," he traveled a great deal. He estimated he spent about 40% of his time away from his New York office.

"I think that in the time I've been here, the organization has been built to a much stronger position, especially in the way of manpower. By shifting people about we now have better and more seasoned representatives."

■ Mr. Lee, who is leaving this week for a month's tour of Europe before taking the OAI post, said he was "personally excited and happy for the opportunity."

"Outdoor should be a part of every major advertising campaign," he said. "It is a great catalyst—it keeps a campaign alive from insertion to insertion."

Mr. Lee said OAI will "seek to know more about the marketing and advertising problems" of outdoor's users and potential users.


Brentwood breezes through summer in th Gene Littler golf shirt with Corval, the fibe that gives hot weather the cold shoulder. Corval provides the natura comfort, soft touch, luxury look and deep, rich glow. The airy mes knit and fashioned collar are Brentwood's. And Brentwood places the pocket on the *right* side, adds action sleeves for complete freedom o swing. A wash-wear blend of 55% Kodel* polyester and 45% Courtauld Corval cross-linked rayon. In 7 winning colors and white, only $ everywhere or write Brentwood, 2200 Arch Street, Philadelphia, Pa

(Send self-addressed stamped envelope to Dept. A for free booklet "18 Check Points to Improve Your Swing" by Gene Littler)

Corval, a fiber from COURTAULDS' new world of rayons

BREAK—*Courtaulds, New York, which times its ads featuring sportsmen to run with sports events, hit the jackpot with Gene Littler. This ad ran in supplements June 19; Littler had won the National Open golf tournament the day before. The ads, of course, are printed well in advance.*

Spot TV Drive Set for Sparkle Scent Lestoil

BOSTON, June 22—Standard International Corp. has latched on to an unlikely user of its new Sparkle Scent Lestoil—Zsa Zsa Gabor—to promote the product in its first spot tv drive.

Tested in Maine and Massachusetts last summer, the companion product to pine-scented Lestoil will be introduced in 60- and 20-second spots in Lestoil's 26-state marketing area east of the Mississippi. Starting July 3, commercials featuring the Hungarian-born actress will be aired for 13 weeks. Stations will be added on a market-by-market basis until the total reaches about 150 in 75 major markets by September or October.

Sparkle Scent Lestoil was launched after market research showed that most women don't believe that one detergent can clean everything. Women also thought that most liquid detergents smell too strong, Lestoil discovered.

■ With the new product, the company was bidding for double sales—hoping to sell each housewife Sparkle Scent Lestoil for dishwashing, cleaning in living rooms and other light chores, and its pine scented Lestoil for heavy duty chores. Sparkle Scent is packaged in a plastic bottle.

Sackel-Jackson Co., Lestoil's agency, estimated that the company will spend about $3,500,000 for Sparkle Scent through the remainder of the year. About 71% of the budget will go into prime time tv spots, with the remainder divided among newspapers, car cards, and point of purchase. Spot radio was said to be under consideration.

■ The Sparkle Scent tv ads will spoof Hollywood star testimonial commercials. Dressed in a low-cut, $1,500 gown, Zsa Zsa Gabor will be shown with a housekeeper, maid and chauffeur. She will lament, "Work, work, work." Her salvation will, of course, be Sparkle Scent Lestoil. As she will explain, "I love everything that sparkles." =

Ban Virtually All Defense Contractor Ads, Rickover Asks

WASHINGTON, June 22—Defense Department officials are not giving any encouragement to a proposal that Congress prohibit defense contractors from charging the government for any of their advertising.

The issue came up after Rear Adm. Hyman Rickover said advertising should be stopped, and suggested that the most effective way of stopping it would be for the Congress to amend the Defense Department's appropriation bill to provide that no funds shall be available "to pay any part of a negotiated contract price which is attributable to actual or estimated advertising cost of contractors."

Other department officials who appeared before the House appropriations committee pointed out that existing rules hold advertising payments in defense contracts to a limited area, largely advertising in trade and technical publications. Committee members asked about newspaper ads which Goodyear sponsored to publicize its role in equipping astronaut Alan Shepard, but they were told the ads were financed from the company's funds.

Navy legal counsel L. E. Chermak assured the committee that only bona fide technical publications are being approved for use by Navy contractors. "Any magazine which is created for the sake of carrying this advertising, we do not support," Mr. Chermak said.

■ Under pressure from committee members to supply examples of publications which have been approved for use by Navy contractors he submitted the following examples: *Aviation Age* [now *Space Aeronautics*], *Electronic Design*, *Design News*, *SAE Journal*, *Astronautics*, *Aeronautical Purchasing*, *Control Engineering*, *Missiles & Rockets*, *Instruments & Automation*, *The Journal*, *Scientific American*, *Electronic Equipment Engineering*, *Electronic Daily*, *Ware—The Magazine of Sea Power*, *Proceedings of IRE*, *World Aviation Directory*, *Physics Today* and *Electronics*.

In response to committee requests, Assistant Defense Secretary Thomas D. Morris submitted a statement reporting that existing policies on advertising allowances are being studied.

"As part of the study," he said, "we are inquiring into the benefits which flow from this type of advertising. Based on the facts that are developed, the department will be in a position to determine whether this type of advertising should continue to be allowable in the future."

■ His letter pointed out that existing rules disallow advertising, except for a properly allocable portion of (1) help wanted advertising (2) advertising for the exclusive purpose of obtaining scarce materials and (3) advertising in trade and technical journals within certain prescribed limits.

He said that, contrary to common assumption, institutional ads by defense contractors in newspapers and national magazines are not charged to defense contracts. "Contractors who engage in this practice are spending their own money," he commented.

He noted that total spending in trade and technical journals by defense contractors does not exceed $5,000,000 to $10,000,000 a year, which is 0.06% of total costs incurred in the contracts.

■ In offering his suggestion to the House appropriations committee, Adm. Rickover said he sees no reason why the government should pay to publicize the items made by defense contractors.

"I know of no private citizen who has a desire to buy missiles or atomic submarines and so on," he said.

He conceded that a complete ban on advertising could raise cries of censorship, abridgement of free speech and interference with the prerogatives of management. Also, he said, some advertising by defense contractors presumably serves a useful government function. =

No License Fees, but 'Ever-Tightening Web' of Restrictions for Broadcasters: Cowgill

MIAMI BEACH, June 21—It will be a long, long time before broadcasters are required to pay license fees, Howard Cowgill, former chief of the broadcasting bureau of the Federal Communications Commission, predicted here last week.

He spoke at the annual convention of the Florida Assn. of Broadcasters, attended by 227 radio and tv executives.

Mr. Cowgill reported that 69 out of 210 licenses of Florida am and fm radio and tv stations—about one-third—have not been renewed by the FCC. The renewals were expected by February 1.

■ He said the delay was caused by a backlog of work at the FCC in Washington, and also by the failure of some stations to clear citations against themselves.

Mr. Cowgill, who held his FCC post 14 years, interpreted the new FCC regulatory program. He said that Newton Minow, the new FCC chairman, has called the program "the toughest in the history of broadcast regulation."

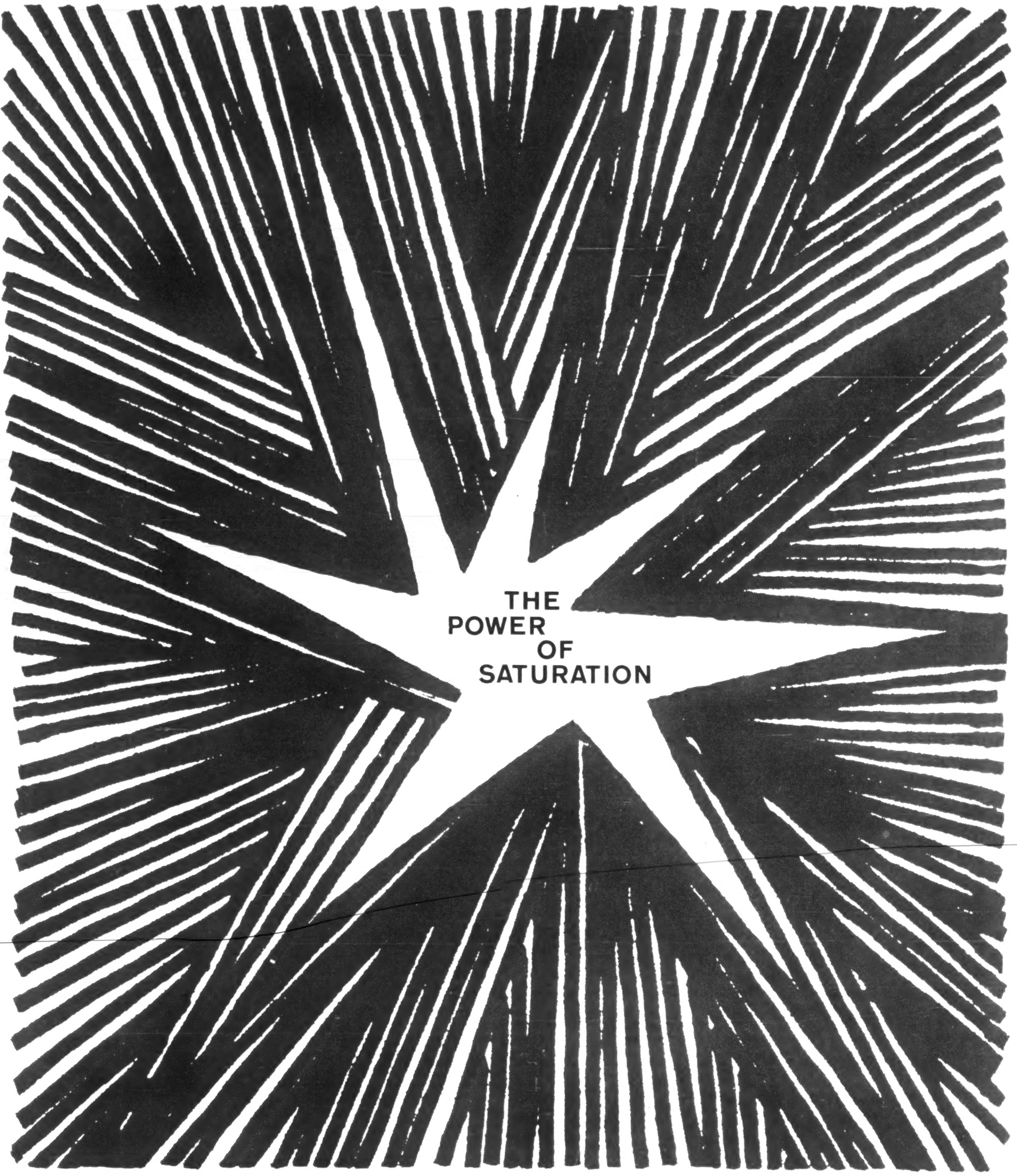
Mr. Cowgill warned broadcasters whose licenses have been renewed, "Don't be lulled into complacency. You are continuously vulnerable.

"The cold fact is that broadcasters are caught in an ever-tightening web of tougher licensing and regulatory policies," he said.

■ Elden Campbell, vp and general manager of WFBM-TV, Indianapolis, speaking on broadcast editorializing, said, "Every minute of every day we broadcasters have in our possession a proven power tested through the years, a power that has encouraged a cultural revolution, but a power whose potential has not yet been realized. This power that broadcasting holds has created a big challenge for the industry."

Lee Ruwitch, exec vp and general manager of WTVJ, Miami, was reelected president of the association. Norman Protsman, general manager of WNER, Live Oak, was reelected secretary-treasurer.

SECOND TERM—*Lee Ruwitch (right), of WTVJ, Miami, receives congratulations from Harold Cowgill, former Federal Communications Commission broadcast bureau chief, on his reelection as president of Florida Assn. of Broadcasters.*



733,583 weekdays—up 252,910 over a year ago! 920,607 Sunday—up 280,528 over a year ago!* That's The Detroit News total paid circulation story. In Detroit's 3-county metropolitan market, where 1,080,000 families earn $9-billion annually, The News alone gives its advertisers 64% market coverage weekdays, 71% Sunday.** No other newspaper in the nation's top 5 markets offers such saturation coverage—nor such a low milline rate. Only $1.91 weekdays (down 24% from a year ago)—and $1.68 Sunday (down 17% from a year ago). To sell Detroit, just use The News!

*ABC, 11/7/60–3/31/61 **Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

New York Office: Suite 1237, 60 E. 42nd St. · **Chicago Office:** 435 N. Michigan Ave., Tribune Tower · **Pacific Office:** 785 Market St., San Francisco · **Miami Beach:** The Leonard Co., 311 Lincoln Road

SALES OPERATING
BELIEVABILITY
EXAMINER

Expect no sales lift from advertising that does not have at its fulcrum

BELIEVABILITY

Always, the advertising man who seeks to gain the greatest measure of profitable return for his budgeted dollars must probe beneath any surface veneer of quick claims to media prominence. He must find a solid sphere of influence proven by long range performance and acceptability.

In San Francisco, the Examiner has for over 74 years been the most influential, respected and recognized opinion leader for all of northern California. An enviable position earned through time-tested performance.

Such a reputation is not gained by sensationalism, stunts or contrived circulation hypos. On the contrary, the Examiner has earned reader-confidence through its forthright presentation of solid news.

It has consistently published the finest newspaper possible by developing the most expert and extensive staff of skilled local writers, artists and analysts in any northern California newspaper.

Its national and international news coverage includes the exclusive Hearst Headline Service in addition to the full facilities of United Press International, Associated Press, Herald Tribune and London Observer news and feature services. To this full-time line-up of the elite of newspaperdom, the Examiner culls the field of free-lance experts; develops new talent and fosters new ideas so that each day's Examiner is stimulating and conducive to action.

Against such a background of editorial integrity, advertising gains the priceless plus of BELIEVABILITY!

Perhaps this is why more advertisers — Retail, National and Classified — find the Examiner is the most profitable way to move merchandise in the San Francisco market.

San Francisco BELIEVES in the

EXAMINER

Tells More . . . Says It Better!

Nationally Represented by
HEARST ADVERTISING SERVICE INC.

ALL BUSINESS IS LOCAL

FOR THE FIRST FOUR MONTHS OF 1961

EXAMINER

CARRIED A TOTAL OF

11,232,937

LINES OF ADVERTISING

EXAMINER **carried 2,672,835 More lines of total advertising than any other San Francisco newspaper**

EXAMINER **carried 966,434 More lines of Retail advertising than any other San Francisco newspaper**

EXAMINER **carried 672,645 More lines of Department Store advertising than any other San Francisco newspaper**

EXAMINER **carried 1,672,402 More lines of Classified advertising than any other San Francisco newspaper**

Here is the Complete Picture of Examiner Leadership

(First 4 Months 1961)

	EXAMINER	CHRONICLE	*NEWS-CALL BULLETIN
TOTAL ADVERTISING	11,232,937	8,560,102	3,982,535
TOTAL RETAIL ADVERTISING	4,895,300	3,928,866	2,412,710
TOTAL DEPARTMENT STORE ADVERTISING	2,109,158	1,436,513	552,874
TOTAL CLASSIFIED ADVERTISING	4,430,838	2,758,436	597,020
TOTAL NATIONAL ADVERTISING	1,906,799	1,872,800	972,805
TOTAL WOMEN'S WEAR ADVERTISING	579,152	482,992	115,083
TOTAL MEN'S WEAR ADVERTISING	80,149	69,885	19,171
TOTAL MEN'S AND WOMEN'S WEAR ADVERTISING	242,370	221,918	44,834
TOTAL FURNITURE STORE ADVERTISING	501,254	331,325	135,164

*Published Monday through Saturday only

Source: Media Records. Does not include American Weekly, This Week, Puck, Comic Weekly and Chronicle Comics.

Advertisers Who Know The Market Best—Buy The

SAN FRANCISCO EXAMINER

Tells More . . . Sells More!

Nationally Represented by Hearst Advertising Service Inc.

The Editorial Viewpoint . . .

Worsening Relations

While every thoughtful citizen of the United States is undoubtedly sympathetic to the problems of Canada, including Canadians' feeling that they are being overwhelmed by their larger southern neighbor, it is safe to say that the cause of good relations between these traditional friends has been set back sharply by the report of the Royal Commission on Publications, issued last week.

As ADVERTISING AGE reported last week, the commission's report adds up to a recommendation that U. S. publishers not be allowed to compete in any way for advertising addressed to Canadians.

The report of the commission, discussing advertising, asserts that "a genuinely Canadian periodical press can only exist by assuring for Canadian publications, under equitable conditions, a fair share of domestic advertising." But this is not what the specific recommendations add up to. If adopted, they would not assure Canadian publications "a fair share" of domestic advertising; they would assure Canadian publications 100% of domestic advertising addressed to the Canadian market.

Under the commission's recommendations, "the deduction from income by a taxpayer of expenditures incurred for advertising directed at the Canadian market in a foreign periodical wherever printed" would be disallowed; and "the entry into Canada from abroad of a periodical containing Canadian domestic advertising" would be prohibited.

In simple language, this means that no Canadian advertiser can address a message to Canadians through the pages of any non-Canadian publication—not just the Canadian editions of *Time* and *Reader's Digest*, as many suppose. If a Canadian business does so, the cost of the advertising is not deductible as a business expense; if a non-Canadian publication carries such advertising, it would be barred from entry into Canada.

The report is merely a recommendation for legislation. The legislation itself must still be adopted by the Canadian Parliament, and the drastic character of the report, going far beyond what most observers had expected, may make such adoption more difficult.

The report has considerable opposition within Canada. The *Toronto Telegram*, for example, asserted editorially that the report will damage Canada's reputation "in the press and public of the U. S.," and suggested that the Canadian administration "thank the commissioners for their efforts, console them for failing to solve the problem they were asked to study, and bury the report in Ottawa's most forgotten pigeonhole."

AIA Company Memberships

The decision of the Assn. of Industrial Advertisers to develop company memberships, in an effort to widen the financial support the association receives, was not unexpected. The plan had been discussed, and its adoption at the meeting in Boston a week ago was no surprise.

It was something of a surprise, however, to most members to discover that the plan advanced had a great many complexities, and that in its final form it seems to have all the possibilities of creating a sort of super association within AIA ranks—with considerable confusion and the strong possibility of weakening the local chapters which have heretofore been the backbone of the association.

We must confess we do not understand the fine points of the proposal which was adopted—and maybe we don't understand any of it. But it seems a shame that AIA, marching bravely down the comeback trail in recent years, should get involved in any more complexities. The American Marketing Assn., facing a similar need for company membership, primarily to bolster the association's income, some years ago made the transition with practically no fuss at all.

It is to be hoped the AIA proposal works out easily and well, but it is difficult not to be dubious about the peculiar arrangement whereby company members would form a special clique within the association and largely govern themselves, without reference to the individual members.

Complexities in Packaging

There are a good many things about governmental probes that we don't like, and we have the continuing feeling that the investigators can do better with their time and energies, in most instances, than by fooling around with relatively minor points in marketing or advertising.

Yet we must confess that, as consumers, our sympathy lies with the statements of Sen. Hart's subcommittee which concerns deception, and particularly deceptive packaging. It *would* be nicer, we think, to live in a simple world in which "pound" packages contained 16 oz., and not 15 or 14½; in which "quart" bottles were actually quarts, and not fifths, or even maybe 25 oz.; in which packages containing the same weight or volume didn't look as though one were twice as big as another . . . and so on.

Individual sizes and shapes, we suspect, have been created to the point where they no longer serve any useful purpose, even as merchandising devices. A little standardization might help everyone.

Gladys the beautiful receptionist

—Lew Slye, E. R. Hollingworth & Associates, Rockford, Ill.

"It's a new tv series sponsored by Du Pont, called 'I Love Lucite'."

What They're Saying . . .

Mad Ave. Meddlers

Then there is the problem of the advertising agency and the sponsor of the show. They are paying out the money and feel they should sometimes have something to say about the content of the program. This can be disastrous for a director. The moment that people who are not connected with the artistic side of the program, who have no training or talent along creative lines, who have not been working closely with the show during rehearsal, offer suggestions and demand changes, a program can be destroyed completely. I have resigned from programs rather than allow constant meddling by Madison Avenue experts.

These same people do not try to influence the editorial page of a newspaper just because they buy space for an ad. No newspaper columnist sends his column to be approved by the advertisers. Yet ad revenue is what supports our press.

Why the television networks have allowed this control of programming to pass into the hands of Madison Avenue I do not know. On a recent special I was directing, the head of one of America's largest corporations turned to me and said he hated to disillusion me, but this program was just something to wrap around their commercials. What he was really interested in was the right time slot and a large rating. To abandon tv to this kind of thinking is to destroy it.

Television is the greatest medium of communication yet developed by man and should be treated at all times with respect. Your television director is responsible, along with the producer, for bringing programs of vital interest and entertainment—in good taste—to the television screens of America. But without the support of the networks and a more enlightened policy from the Federal Communications Commission, his position is vulnerable. The FCC, in order to protect the quality of programming and thereby protect the director, must exercise more control over the kind of programming that is being transmitted on the American networks. The FCC must support the networks in their attempts to resist the inroads that the large advertising agencies have made into tv programming. Actual control should be exercised by the networks, not by the Government; yet the networks cannot exercise proper control without the strong backing of the FCC . . .

An article by tv director Norman Jewison in TV Guide, May 20

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Clifton Fadiman is quoted by *Holiday* as saying, "I am convinced that housekeeping has nothing whatever to offer the intelligent woman."

Not even if it also means husband keeping?

•

A long cherished myth that women love to shop was shattered by a recent survey which showed that most of them don't like to visit supermarkets, but would much rather shop by phone.

Looks as if not even an extra cent off a can of tomatoes is sufficient lure.

•

B. C. Gamble, president of Gamble-Skogmo, says General Outdoor, in which his company has been buying stock, has good management.

That's always encouraging to a prospective investor.

•

"We need a farm writer who knows what's happening on farms today," says a classified advertiser.

Maybe a qualified applicant could be even more valuable to Secretary of Agriculture Freeman.

•

"Ads hike drug prices, say Kefauver probers."

And it's also quite possible that they encourage research and stimulate medical progress.

•

General Foods reports 23 more products being market tested, a news story says.

That's one sure way to keep piling up GF's billion-dollar grocery market bag.

•

If soft drink makers, classed generally as soda pop producers, have to affix labels to their bottles, as FDA requests, the labels will get a good reading in just one place—the offices of the Food & Drug Administration.

•

Dentists are still griping because their national association "recognized" Crest, saying that people think this means endorsement or approval.

Well, doesn't it?

•

The action of the Wilmington newspapers in allowing national advertisers to buy space at the net rate disregards the facts of advertising life, says Leo Burnett.

The principal fact is that without agencies media wouldn't sell nearly so much advertising.

•

Shell Oil's sponsorship of championship golf on tv seems appropriate, when you consider that the long hitters who will be exhibited are bound to suggest to viewers such related ideas as distance and mileage.

•

"Who buys what in Houston?" asks the *Post*.

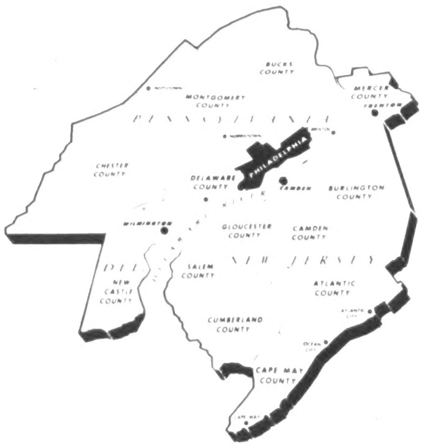
If they were talking about Dallas, the answer might easily be those busy, rambunctious, successful Murchison boys.

•

Glamour's pictorial rendition of "the all-woman woman" emphasizes the fact that she is quite obviously the female of the species.

COPY CUB

59 PERCENT OF DELAWARE VALLEY'S RETAIL SALES ARE MADE IN THE SUBURBS


BUCKS COUNTY
MONTGOMERY COUNTY
MERCER COUNTY
TRENTON
PENNSYLVANIA
BRISTOL
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
WILMINGTON
GLOUCESTER COUNTY
CAMDEN COUNTY
NEW JERSEY
SALEM COUNTY
NEW CASTLE COUNTY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

The Philadelphia Inquirer delivers your advertising to 30% more suburban adult readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1959 study available on request.)

Radio Drive Aims to Associate Salem, Summer Relaxation

NEW YORK, June 20—R. J. Reynolds Tobacco Co. is counting on music and sound effects to get harried radio listeners to slow down a minute and "take time out to light a Salem."

A series of seven one-minute announcements, built around the frantic or disillusioned smoker, are being run in a saturation 13-week effort, which started May 14 in 30 markets. An average of 200 spots per week per market are used in the top 22 markets. All stations in those markets are included in the schedule.

Frequencies from about 60 to 75 spots weekly per market in the eight other cities, mainly in New England and New York, round out the schedule.

The spot radio push was selected to reach the summer audience, which tends to shift somewhat from tv to radio, according to William Esty Co., the agency for Reynolds. The soft-sell approach was chosen to get people to associate relaxation with the Salem brand.

■ With heavy emphasis on mood music and sounds, one announcement begins:

"Once there was a man who played in a band, but what he really loved was being outdoors.

"And bands don't usually play outdoors.

"One day this man discovered Salem cigarets, with smoke as refreshing as the countryside in May. When you take a puff, it's springtime. Yes, Salem refreshes your taste. . . ." ■

National Airlines Uses Dailies to Promote Route

National Airlines, Miami, introduced its new southern transcontinental service with a special series of newspaper advertisements in 14 cities. National began nonstop jet service between Florida and California June 11. In the two weeks prior to the first flight, the airline ran three-color half-page double trucks in major dailies in Los Angeles, Long Beach, San Francisco, Oakland, San Diego, Las Vegas, Houston, New Orleans, Miami, Fort Lauderdale, Tampa, Orlando, St. Petersburg and Jacksonville.

The same newspapers were then used for a follow-up "Reverse L" ad. These insertions ran three columns by 184 lines on the top and five columns by 84 lines at the base. McCann-Marschalk Co., Miami, is National's agency.

They Step Out

Mirror readers can afford to enjoy themselves. They are the cream of the mass market in New York. That's why among New York's seven dailies, the Mirror is first in hotel, restaurant and night-club advertising.

Make
The Mirror
a MUST!

Raisin Board Urged to Expand Effort; Adds 1

Henry J. Andreas, chairman of the California Raisin Advisory Board, Fresno, and Donald C. White, manager, have recommended (1) the appointment of a permanent representative in western Europe to coordinate advertising and to promote closer trade relations; (2) launching of a consumer education program in Germany, France, Denmark, Sweden and Japan, similar to one now under way in the United Kingdom; (3) expansion of the domestic raisin market; and (4) extensive use of market research and trade advertising. These measures were urged in order to offset "an almost certain increase" in California's 1961 raisin output.

George W. Fasching, Portland, Ore., food broker and former district sales manager of Standard Brands, has been named promotion manager of the board. In the new position, he will coordinate relations with bakers and grocers. Mr. White said the raisin group plans to expand its promotional activities with the baking and grocery trade and increase its budget for this purpose. J. Walter Thompson Co., San Francisco, is the board's agency.

Lindhult, Rockett Adds Jones; Changes Quarters

Lindhult Rockett has changed its name to Lindhult, Rockett & Jones, and has moved to 355 Lancaster Ave., Haverford, Pa. The new partner, Andrew E. Jones, was an advertising art and design consultant.

Wyoming Broadcasters Elect

The Wyoming Broadcasters Assn. has elected William Shutes, KVOC, Casper, president. Other new officers are Larry Birleffi, KFBC, Cheyenne, vp; Jack Rosenthal, KBBS, Buffalo, secretary; and Robert Larson, KIML, Gillette, treasurer.

Each dollar you invest in the Digest lets you *double your*

679
per dollar in
Digest

330
per dollar in
Look

273
per dollar in
Life

229
per dollar in
Post

Virgin Islands Pay TV Station Offers Free Ads for Shows

VITV, St. Thomas, a closed-circuit television station operating in the Virgin Islands, is offering U.S. advertisers free commercial time providing they supply the station with programs without charge. The offer has been made by Charles Michelson Inc., New York, U. S. representative of VITV. Mr. Michelson said he hopes to get sponsors on U.S. television to supply him with an extra print of their shows for use on VITV. He has set as a minimum requirement 26 shows in a series. The station will get the programs for nothing and run the advertiser's commercials for nothing, according to the plan.

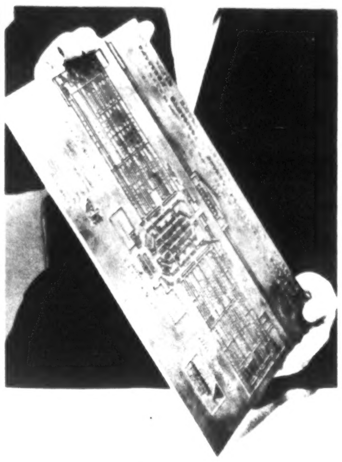
VITV is a pay-tv system with an audience of between 1,200 and 1,500 viewers. Set owners pay a $10 monthly service fee. Mr. Michelson said the plan will help the station to expand its services to the 18,000 residents of St. Thomas and the 15,000 in nearby St. Croix.

APOSA Elects Rivenburgh

John Rivenburgh, Berger-Rivenburgh, Chicago, has been elected chairman of the Assn. for Point-of-Sale Advertising, which has concluded its first year. Other new officers are Joseph M. Callen, J. M. Callen Co., Chicago, vice-chairman; Val Ross, Advertising Display Corp. of America, treasurer; Harry Glasser, MacCaslin, Glasser, Chicago, secretary; Boris Hamilton, Hamilton & Associates, Chicago, director at large; and Tom Helzer, Tom Helzer Inc., Houston, director, central region.

Chicago Reps Elect Cooper

James J. Cooper, of the John Budd Co., has been elected president of the Newspaper Representatives Assn. of Chicago. Other new officers are James H. Morrow, Inland Newspaper Representatives, vp; E. V. McCoy, *New York Mirror*, secretary and assistant treasurer; and Paul V. Elsberry, Scheerer & Co., treasurer.



LIGHTWEIGHT—*Du Pont has developed a new lightweight printing plate backed with aluminum by Aluminum Corp. of America. The companies say a 7x10" aluminum plate weighs three pounds less than the same size electroplate.*

chances-to-sell
toothpaste

Marketers of drug items use Reader's Digest to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an advertisement gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical two-to-one spread in *chances-to-sell* to people who were recent buyers of toothpaste:

In the Digest	29,518,000
In Look	13,801,000
In Life	12,844,000
In the Post	10,150,000

The number of *chances-to-sell* to toothpaste buyers that you get *per dollar* with a 4-color page is illustrated at the left.

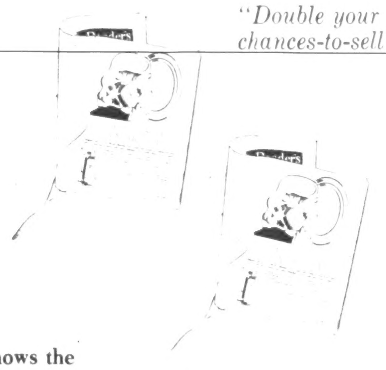
And Digest readers are top-quality prospects for all types of health and beauty aids

A typical Digest issue is read by:

- About 3 out of every 10 recent buyers of bandages . . . shampoos . . . or cosmetics.
- 12½ million homemakers . . . America's biggest assured audience of good prospects for drug items.
- Nearly 4 out of every 10 people in the upper-income third of the country.

Whatever product you market, be sure you know your *chances-to-sell* to your own *best prospects.*

What about TV? Because TV audiences have not been measured accurately for proven prospects for specific kinds of products, comparisons must be based on *chances-to-sell* to the *entire* audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).



"Double your chances-to-sell"

Breck knows the Digest's extra *chances-to-sell* get *results*

John H. Breck, Inc., says: "The medicated shampoo market was falling when our first Breck Banish advertisement appeared in Reader's Digest. Yet our sales *increased* 21%. Reader's Digest gave our sales a stimulation other media had not produced."

People have faith in
Reader's Digest

BUYINGEST MARKET IN AMERICA . . .

METROPOLITAN
ODESSA
(Texas)

1st
IN THE NATION . . .

. . . with
$5,887
RETAIL SALES
per household
SM May 10 1961

SELLINGEST NEWSPAPER

ODESSA AMERICAN

. . . the only newspaper with the circulation strength and influence to sell Odessa and its rich, ten-county market!

Represented nationally by
TEXAS DAILY PRESS LEAGUE, INC.

Du Pont Shifts Carpet Nylon Ad Approach

E. I. du Pont de Nemours & Co., Wilmington, Del., will shift its ad approach for its 501 carpet nylon this fall from functional benefits, stressed in the campaign that ran 18 months ago, to a theme of "balance between design, construction skill and fiber." Called "Design for fall," the new campaign will reach its peak during a two-month promotional period, Sept. 24 through Nov. 18, when carpets of Du Pont 501 nylon will be shown on the "Du Pont Show of the Month" tv series. Pages in general interest magazines also will be used. Carpet mills will receive ad assistance from the fiber manufacturer.

SPORTS · CARTOONS · PRODUCTS IN ACTION

FLIP BOOKS

MINIATURE FLIP BOOK CO., INC

15 WEST 44th STREET NEW YORK 36 N. Y.

SEND FOR PRICES CREATORS OF FREE SAMPLES

"POCKET TELEVISION" MOVIE FLICKER BOOKS

Mills Retires from Hearst; Gedalecia to Research Post

Ray Mills, manager of alcoholic beverage sales of Hearst Advertising Service, New York, since 1945, has retired. He has been credited with developing a market concept that related the consumption of liquor by types to specific newspaper markets.

Hearst Magazines has named Ben Gedalecia, previously with the research department of J. Walter Thompson Co. in Detroit, consulting director of research.

Stiller-Hunt Adds Two

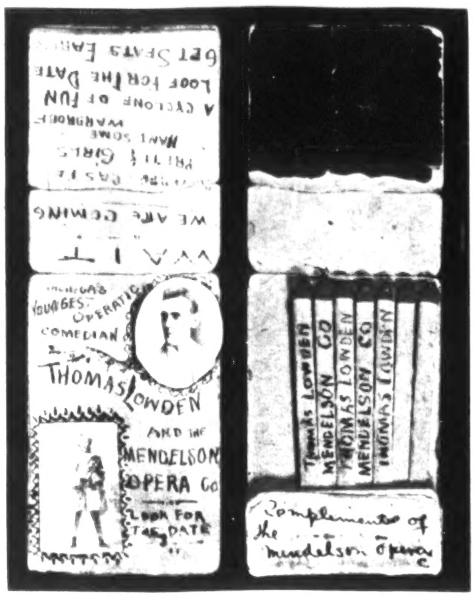
Stiller-Hunt Advertising, Beverly Hills, has been named to handle advertising for a line of oxygen equipment made by Bennett Respiration Products, Los Angeles. Tom Mullins, who formerly handled the account from his own agency, Mullins-Earl Associates, will service the Bennett business at Stiller-Hunt. Mr. Mullins closed his agency last October. Stiller-Hunt also has been named to handle a direct mail advertising campaign for *Southwest Builder & Contractor*.

Winters Adds 2; Names Martin

Curtis Winters Co., Los Angeles, has been appointed to handle advertising for American Electronic Wire & Cable Co. and Cosmodyne Corp., maker of high pressure pumps and gas conversion equipment. Winters has named Nick Martin, formerly with Taggart & Young, an account executive.

'Forbes' Hikes Rates

Forbes has announced that in January, 1962, its rates will be increased from $3,412 to $3,685 for a one-time b&w page, and from $5,200 to $5,616 for a four-color page. At the same time, the circulation guarantee will go from 325,000 to 350,000.



FIRST AD MATCHBOOK—*Reportedly the world's first ad on a match, the book above was used in 1889 by the Mendelson Opera to sell seats to its New York premiere. The troupe's enterprising manager bought the matchbooks from Diamond Match Co. and had the actors hand-write the copy and paste in pictures of the company's stars. Diamond owns this book, the only surviving copy.*

Matchbook Ads Can Strike Fire in Specialized Markets, 'A&SP' Finds

CHICAGO, June 20—Case histories on successful use of advertising matchbooks, featured in the July issue of *Advertising & Sales Promotion*, indicate the medium's effectiveness in selling a limited audience.

When Signode Steel Strapping Co., Chicago, for example, sought to influence 500 prospective buyers, it used a direct mail campaign consisting of eight personalized matchbooks packaged in a special sleeve with a die-cut top to allow the name to show through.

The 30 matchbooks, on glossy stock, were not imprinted except for the gold signature, but each sleeve in the mailing carried Signode advertising with a different message each time.

After three mailings, the supplier tested the campaign's effectiveness with a survey of 100 of the match recipients. The following questions were asked: (1) Have you been receiving in the mail personalized book matches from a manufacturer of packaging and baling materials? and (2) Can you identify the manufacturer?

■ The survey produced a 43% return and showed that 93% of the respondents remembered receiving the matches; and 84% correctly identified Signode as the manufacturer.

The "advertisers buying guide" article in *A&SP* contains "how-we-did-it" success reports on the use of advertising matches by Amperex Electronic Corp., Arden Farms Co., Monsanto Chemical Co. and Sharon Steel Corp., among others.

A detailed discussion of the many possible uses of this versatile medium and a list of specialized suppliers are other features of the *A&SP* report. ■

Harrington, Righter Names 3

Arthur C. Elliot, eastern sales manager of Harrington, Righter & Parsons, New York, has been elected a vp of the tv station representative. Alfred A. Neely, formerly an account executive in the Los Angeles office of McCann-Erickson, has joined the company's San Francisco sales staff. Robert L. Gilbertson, formerly in the Chicago office, has been transferred to the company's New York headquarters.

4th

IN THE NATION IN

R.O.P. RETAIL COLOR

FOR MARCH

115,523 LINES

According to figures from Hoe.

Omaha World-Herald

DAILY: 252,232 SUNDAY: 264,902

DISCOUNTS UP TO 24%

3 31 61 as submitted to ABC and subject to audit

O'MARA & ORMSBEE, INC., National Representatives

New York • Chicago • Detroit • Los Angeles • San Francisco

• *for Ad Agencies Who*

MUST DELIVER!

YOUR CLIENT'S NAME HERE

18 Kt. Gold-Plated. Customer's initial on reverse side.

Golden Car Key Programs by Allied

100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily—repeatedly—effectively.

Programs ideally suited for:

INDUSTRIAL ACCOUNTS—FINANCIAL INSTITUTIONS—RETAIL OUTLETS—SUPERMARKETS—SALES CAMPAIGNS, ETC.

FULL AGENCY COMMISSION

Write or phone for free sample key (state make & year of car), case history brochure & price list.

ALLIED Associates

110 Cummington St. Boston 15, Mass. COngress 2-1240

WESTERN UNION
TELEGRAM
ERA327 PD=BALTIMORE MD
EST=
R HAWKINS, PACE WHOLESALE=
SKIN LOTION.
NYK=
NOXZEMA INTRODUCING NEW MEDI
TREMENDOUS SALES POTENTIAL.
LES AND
PRODUCT INFORMATION ACCOMPA
HIS WIRE.
SELL IMMEDIATELY FOR JANUA
LIVERY=
NOXZEMA

How Noxzema launched a new skin lotion ...with a telegram and a sample

How do you handle a new product promotion to wholesalers?

You get it across big . . . dramatically . . . *everywhere at once.*

Noxzema needed a hot promotion idea which would do all that for its brand-new Noxzema® Skin Lotion. They came up with Western Union Telegram-Plus Service.

In a single day, 3,961 wholesalers from coast to coast got the big picture . . . *with a compelling wire, product sample, catalogue selling sheets, and a telephone desk reminder.* An entire market was readied by sundown!

It was a busy day for Western Union—and a successful one for Noxzema Skin Lotion.

How would you go about the imaginative use of Telegram-Plus? Simply give us your prospect list, your message, and your material. And your promotion's in business!

Like to hear more? Just fill in the coupon and send it to us by collect wire. Or write to us on your letterhead.

Western Union Special Services...for action!

TELEGRAM-PLUS • AD DISTRIBUTION SERVICE • SURVEY SERVICE • OPERATOR 25 • TELEGRAMS-FOR-PROMOTION

WESTERN UNION
TELEGRAM

Special Services Division, Dept. A-1
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

COLLECT

Please send me more information, without obligation, on your Telegram-Plus Service.

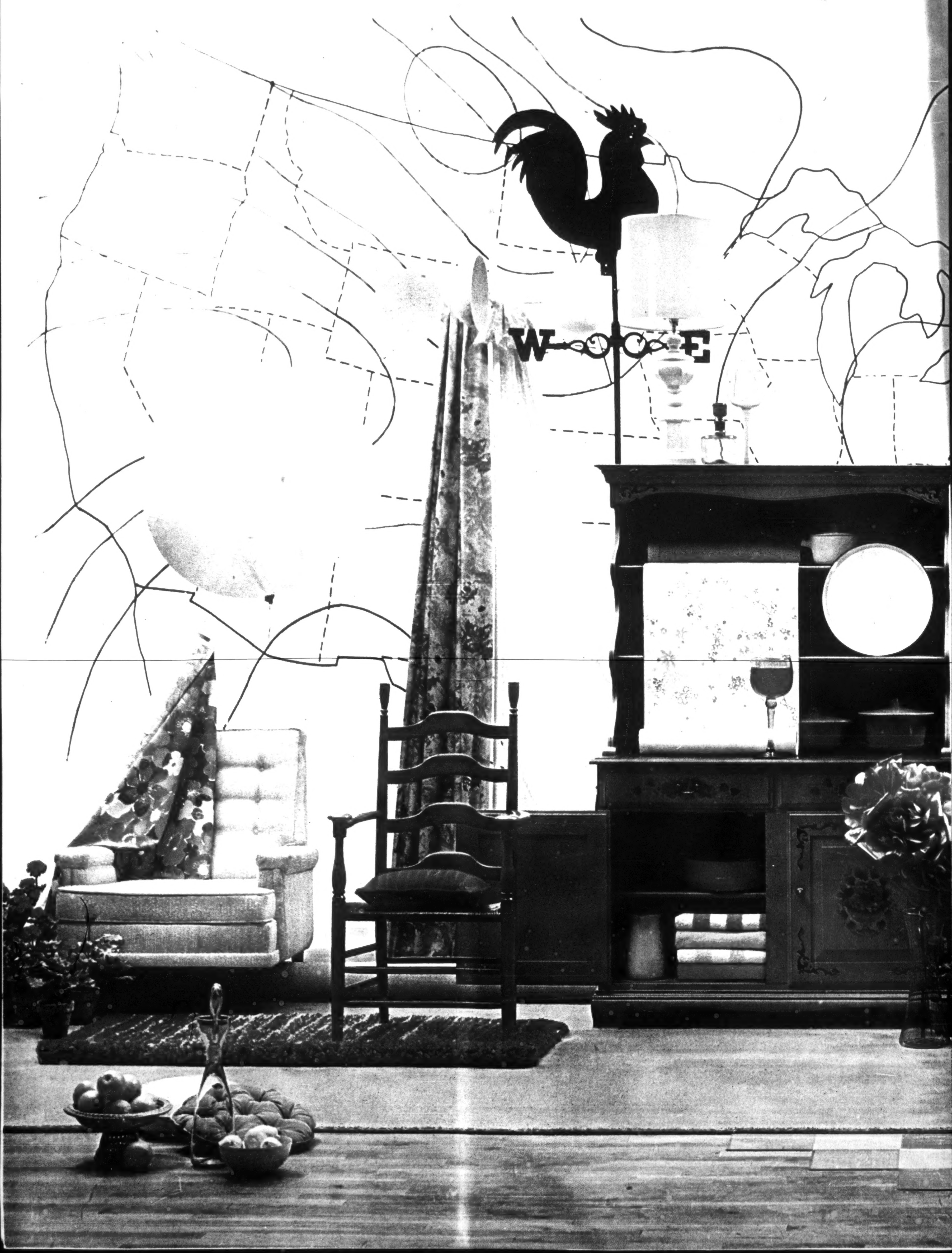
Name____________________

Company____________________ Title____________

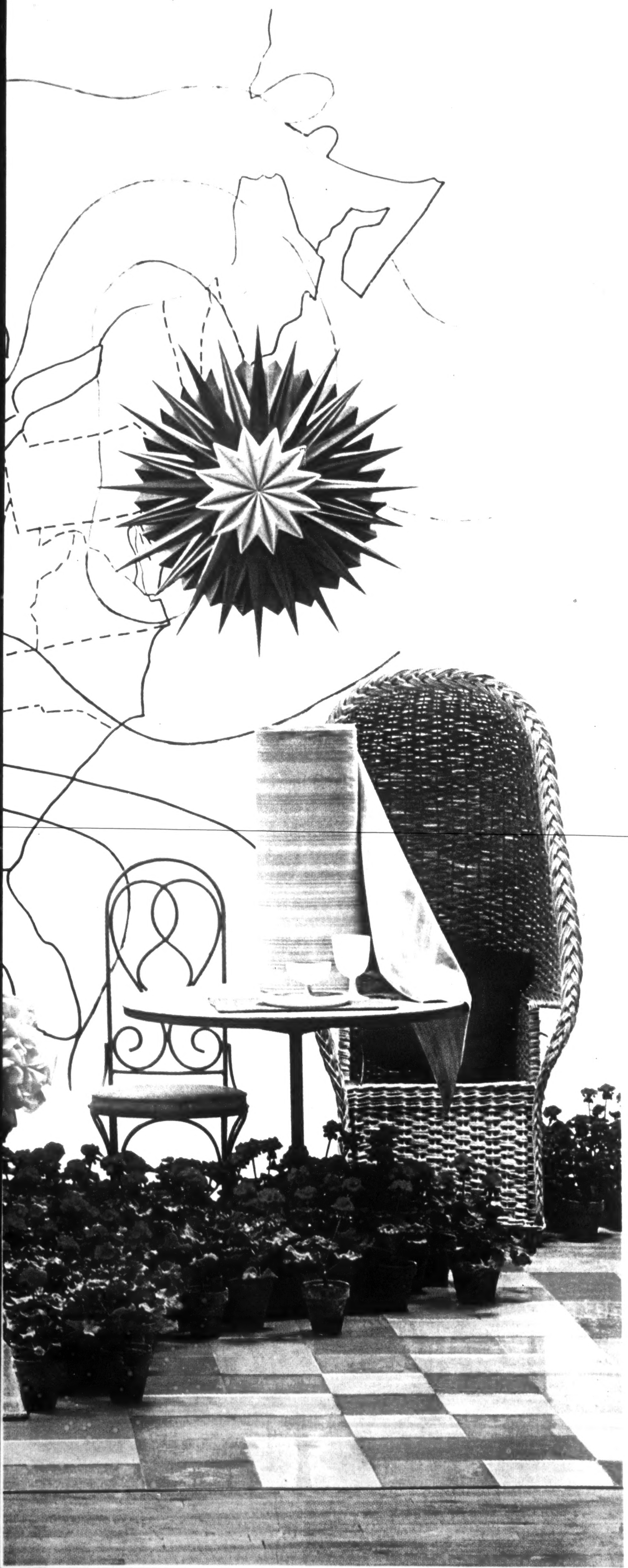
Address____________________

City____________________ State____________

Harold Becker



This spread from a recent American Home color forecast.



Forecast for American Home

Bright and refreshing, with imagination increasing in every issue. No "blue-sky" editing in sight. American Home's editors, the youngest staff of any major magazine, are lively suburbanites—attuned to the tastes and needs of today's new families. Their down-to-earth ideas on decorating, gardening, building, remodeling and meal planning give a lift to the lives of 12,750,000 men and women. The new American Home gives them more home service features than any other mass magazine. Forecast for advertisers: a deluge of sales!

AMERICAN
HOME

CIRCULATION: 3,750,000 FAMILIES

United Air Lines to Accept Ads in 'Mainliner' in '62

United Air Lines has announced that it will accept a limited number of advertisers for its monthly magazine, "Mainliner," starting in 1962. Plans call for a maximum of three full-page ads in a 20-page magazine. Representing United will be Robert Snyder & Associates, Chicago, producers of the magazine.

United started investigating the possibility of selling ads in "Mainliner" two months ago when it mailed letters to 21 major advertisers (AA, Apr. 17). The proposed ad rate at that time was $4,000 per page. The magazine has a circulation of 125,000 copies with pass-on readership of about 676,000.

Plan LUAUS
for CONVENTIONS · CLUB · HOME
LEIS, ORCHIDS, HULA SKIRTS, etc.
ORCHAWAII
Hq. 305 7th Ave., N.Y. 1, N.Y., OR 5-6500
Br: 30 W. Wash. St., Chi. 2, Ill. AN 3-6622

Twin City Council Elects

Paul R. Phillips, Knox Reeves Advertising, has been elected chairman of the Twin City Council of the American Assn. of Advertising Agencies. John W. Forney, John W. Forney Inc., was named vice-chairman, and Norman F. Best, Campbell-Mithun, was named secretary-treasurer.

WFAA Names Woody, Walker

W. C. Woody Jr., local sales manager of WFAA, Dallas, has been promoted to regional sales manager. Denson Walker, formerly with the sales staff of WFAA-TV, has been named to replace Mr. Woody as local sales manager of the radio station.

Lever Introduces Hum Detergent in Two Markets

NEW YORK, June 20—Lever Bros. has put its third pre-measured detergent—and second within three week—into test markets (AA, June 19) thus placing it one up on its nearest competitor, Procter & Gamble, in the widening market for pre-measured washing products.

Hum, a name that has stood for several different test products in the last few years, was introduced last week in Jacksonville and in the Harrisburg-Lebanon area, with 1,500- and 1,800-line newspaper ads and spot television scheduled.

Among the copy themes were: "The first blue low suds detergent in pre-measured packets" and "Revolutionary new Hum guarantees you perfect white washes." Ogilvy, Benson & Mather is the Hum agency.

The product costs 39¢ for a regular size (ten packets); 73-75¢ for the giant (20 packets) size and $2.19-$2.29 for the jumbo (60 packets) size.

■ This month, Lever expanded its Vim detergent tablet (also handled by OB&M) into Seattle, Tacoma, Montgomery and Birmingham (AA, June 12). Vim has been tested in San Diego, Fort Wayne, Toledo and Oklahoma.

Lever's third pre-measured detergent, Handy Pack All, was introduced in the same Toledo, Fort Wayne and Oklahoma test areas four weeks ago.

Procter & Gamble, giant of the soap business, currently has two pre-measured products: Salvo, a tablet similar to Vim, and on sale in many of the same areas, and Tide Redi-Packs, a pre-measured packet.

Colgate-Palmolive Co. has a single entry, a pre-measured packet called Swerl, in several test areas.

General Mills Sets Drives for New Mixes, Cake & Ice Cream

General Mills, Minneapolis, will introduce three new Gold Medal cake mixes—applesauce spice, chocolate fudge and buttercream—in Dallas-Fort Worth, Houston and the Twin Cities in July. Advertising in the three test marketing areas will begin July 9 with four-color spreads in Sunday supplements and b&w ads the following week, supported by tv. All print ads will contain 10¢ coupons. Batten, Barton, Durstine & Osborn is the agency.

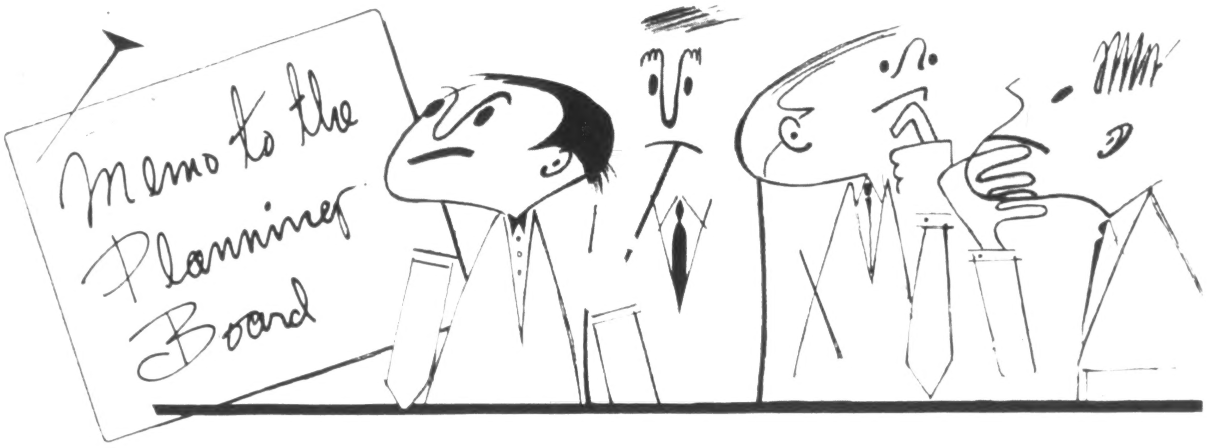
General Mills also is teaming up its Gold Medal flour, Betty Crocker cake mixes and Betty Crocker frosting mixes in a summer promotion providing "Ideas for lazy summer evenings." Consumers may receive a half gallon of ice cream free by sending in proof-of-purchase from each participating product, plus proof-of-purchase of a half gallon of any brand of ice cream. The July issues of *Family Circle* and *Women's Day* will carry three consecutive four-color pages featuring desserts. BBDO and Dancer-Fitzgerald-Sample are the agencies.

Changes to Gilbert-Wolfman

N.P.D. Corp., New York, has changed its name to Gilbert-Wolfman Publishing Corp. The company publishes *Modern Photography*, *Photo Dealer* and other photographic publications.

Lubow Joins Lever Bros.

Oscar Lubow, formerly vp at Young & Rubicam has resigned to join Lever Bros. Co., New York, as director of promotion services, a new position.


Memo to the Planning Board

Advertising formula for those occasional periods when it's harder to "beat-last-year's-sales".

It's human nature (and that means business nature) to experiment with supplementary advertising media during periods of easy sales growth. It's just as fundamental to concentrate heavily (often exclusively) on tested, sure-fire advertising tools when the going is, temporarily, a little tougher. We think this an appropriate time to remind everyone, everywhere responsible for sales performance that:

1. The Cleveland Ohio market today (as always) is a crackerjack market for retail goods. Its sales are larger than any one of 37 *entire* states.
2. Today (as always) about *half* the families in this area buy three-fourths of all retail goods.
3. And—the Cleveland Plain Dealer is (as always) the newspaper with circulation *concentrated* in areas that *produce* these whopping retail sales.

and, gentlemen, PLAIN DEALER *readers are still reading, reacting, spending!*

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY 000	26 ADJACENT COUNTIES 000	TOTAL 000
Total Retail Sales	$2,441,733	$1,931,863	$4,373,596
Retail Food	622,632	500,261	1,122,893
Retail Drug	99,218	60,070	159,288
Automotive	366,783	355,919	722,702
Gas Stations	155,742	162,506	318,248
Furniture, Hsld. Appliances	119,911	80,025	199,936

Source: Sales Management Survey of Buying Power, May 10, 1961

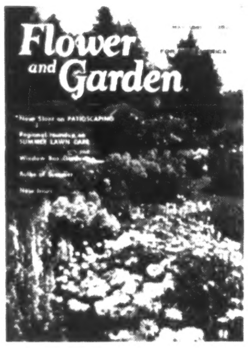
Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 37 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

**Source: Media Records*

This is a picture of a $4.7 billion dollar market



If you have a stake in such a market, you should take a real long and careful look at the fast-growing, prestige-building Flower and Garden Group. No "special interest" magazine in the gardening field has been able to match Flower and Garden's circulation growth (with its two regional editions*) —500,000 subscribers (ABC) in just four years — with more than 2 million readers!

And no "business" publication in the garden supply field has been able to reach (and interest) the multi-billion dollar, dealer purchasing power the way Flower and Garden Merchandiser does.

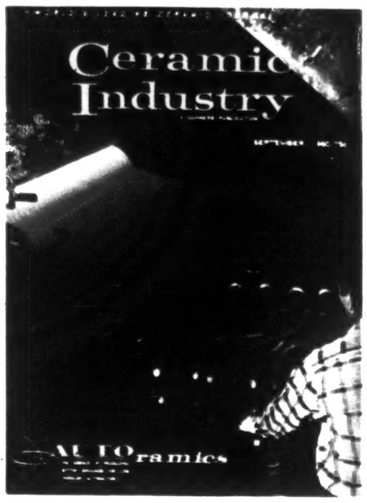
It's no wonder that advertising dollars go farther in the Flower and Garden Group — and that more and more advertisers and their agencies are telling us that these magazines are by far the most profitable way to move merchandise.

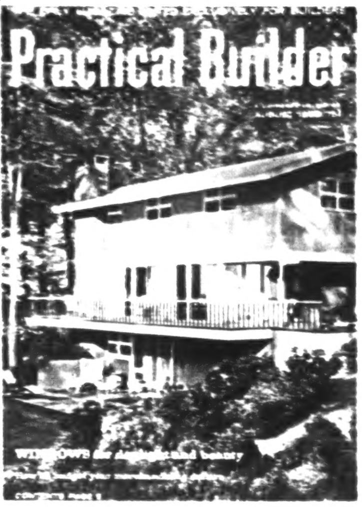
Flower and Garden
MERCHANDISER

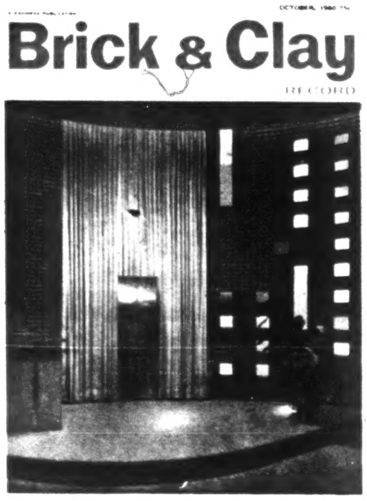
*A third regional—Flower and Garden's new Western Edition—will be added beginning with January, 1962.

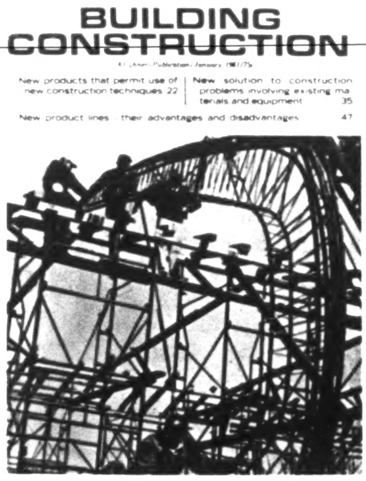
The Flower and Garden Group/543 Westport Road, Kansas City 11, Mo.

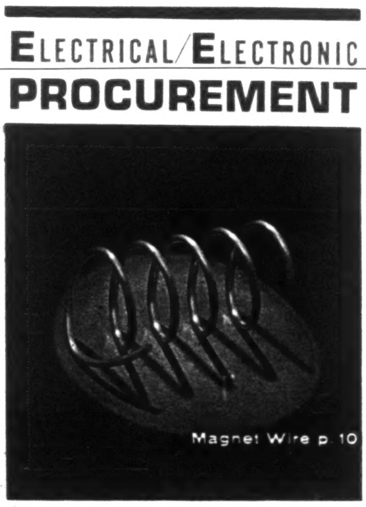
1959-1960
Suppliers' Catalogs
PORCELAIN ENAMEL · WHITEWARE · POTTERY · GLASS · REFRACTORIES · CLAY SEWER PIPE
Ceramic Data Book
CLAY BRICK AND TILE · ELECTRONIC AND NEWER CERAMICS · CLAY AGGREGATE · CLAY BLOCK
Buyers' Directory
CONTENTS
1 Catalog index
2 Buyers' directory
3 Brand names
4 Ceramic catalogs M & E
5 Power transmission
6 Fuels, combustion
7 Temperature measurement
8 Drying data
9 Burning, smelting, melting
10 Furnaces, kilns
11 Machinery, equipment
12 Porcelain enameling
13 Refractories
14 Structural clay products
15 Glass manufacture
16 Whiteware manufacture
17 Electronics
18 Fans, compressors
19 Mathematics
20 Editorial index

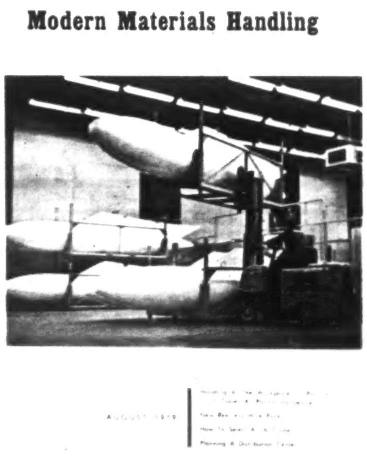

Ceramic Industry


Practical Builder
WINDOWS for daylight and beauty

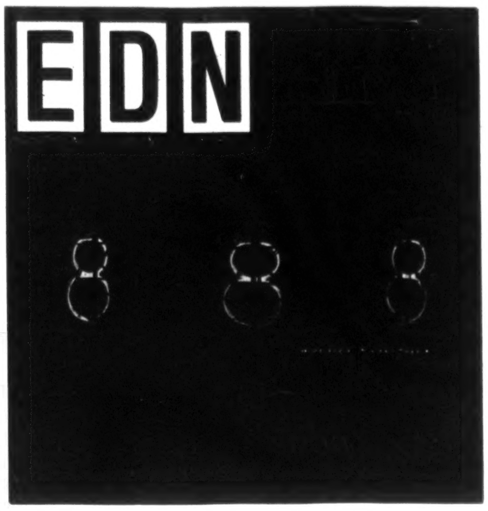

OCTOBER, 1960 75¢
Brick & Clay
RECORD


BUILDING CONSTRUCTION
New products that permit use of new construction techniques 22
New solution to construction problems involving existing materials and equipment 35
New product lines: their advantages and disadvantages 47


ELECTRICAL/ELECTRONIC
PROCUREMENT
Magnet Wire p. 10


Modern Materials Handling

ONE OF AMERICA'S GREAT MERCHANDISING PUBLICATIONS
Building Supply News
A CAHNERS PUBLICATION · OCTOBER 1960 · 75¢
FRIZZELL LUMBER CO.
Stores that MOVE hardware see page 96
10 Ways to upgrade a sale see page 118



Design News
A CAHNERS PUBLICATION

GROWTH
and what it means for advertisers

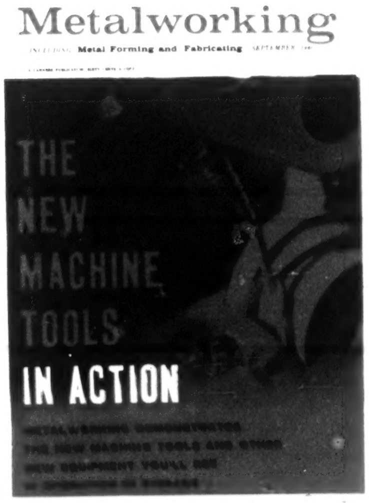
Growth and how to achieve it fascinates all businessmen. In a few short years, the Cahners Publishing Company has grown to the fourth largest industrial publishing company in the nation. How and why that has been achieved may be of interest to others. ■ In brief, the blueprint is simple. People, like all living things, flourish best in a climate that favors growth. Advertising, for example, does best in an editorial climate where the finest editors are doing their utmost to meet the eager needs of readers, who themselves are interested in growing. In such a climate advertising for companies that want to grow quickly finds an environment that enhances the dramatic presentation of vital information. ■ Cahners Publishing Company provides this climate in its growing magazines.*

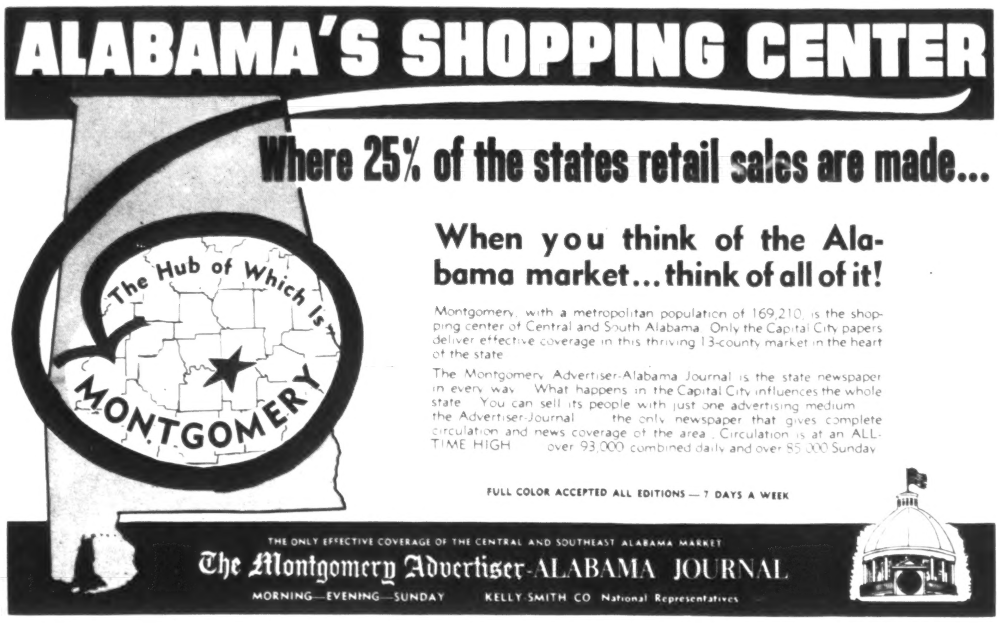
CAHNERS PUBLISHING COMPANY, INC.
221 Columbus Avenue, Boston 16, Mass.
14 offices conveniently located to Growing Industry

*You may receive a copy of how our growth may help our other friends by asking for "How to Grow Quickly."

CAHNERS

Publishing Company, Inc.


Metalworking
Metal Forming and Fabricating
THE NEW MACHINE TOOLS IN ACTION


ALABAMA'S SHOPPING CENTER

Where 25% of the states retail sales are made...

The Hub of Which Is
MONTGOMERY

When you think of the Alabama market... think of all of it!

Montgomery, with a metropolitan population of 169,210, is the shopping center of Central and South Alabama. Only the Capital City papers deliver effective coverage in this thriving 13-county market in the heart of the state.

The Montgomery Advertiser-Alabama Journal is the state newspaper in every way. What happens in the Capital City influences the whole state. You can sell its people with just one advertising medium the Advertiser-Journal the only newspaper that gives complete circulation and news coverage of the area. Circulation is at an ALL-TIME HIGH over 93,000 combined daily and over 85,000 Sunday.

FULL COLOR ACCEPTED ALL EDITIONS — 7 DAYS A WEEK

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser-ALABAMA JOURNAL

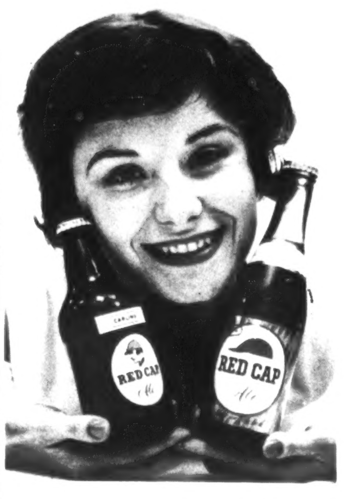
MORNING—EVENING—SUNDAY KELLY-SMITH CO National Representatives

WSAAA Elects Boylhart; Adds Five Members

William Boylhart

Western States Advertising Agencies Assn. has elected William J. Boylhart, Boylhart, Lovett & Dean, president. Other new officers are Earl Culp, Earl Culp Co., 1st vp; Don Jenner, Don Jenner Advertising, 2nd vp; and John Spear, John Spear & Associates, secretary-treasurer. Rod Mays, Mays & Co., was elected executive chairman.

WSAAA has added five new members: Melvin Co., Las Vegas; and four in California—Advertising Design Associates, Ontario; Paul Mitchell Advertising, Orange; Getz & Sandborg, Beverly Hills; and Bronson Co., North Hollywood.



NEW NEW NEW—*Pretty Shirley Turner displays the new Carling Red Cap Ale (right). It was introduced in Atlanta and Jacksonville in mid-June. The bottle is green, the label red, white and gold. The current bottle and label, used in other areas, is at left.*

Advance reservations now being accepted for this limited edition—

This 400-page book tells you where the money is *in the world's greatest market*

Here are the final, official population figures from the new U. S. Census

Here are *complete details* about the greatest market changes in the history of the United States.

These essential marketing facts are arranged in instantly usable tables and charts for people who are not necessarily statisticians. This book was compiled by the J. Walter Thompson Company—published by McGraw-Hill.

Did you know—

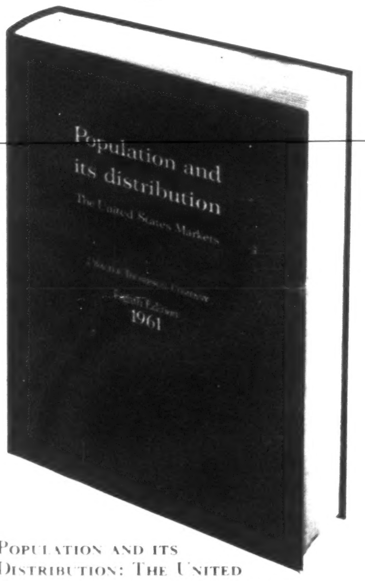
- Population in the U.S. has shifted dramatically in the past 10 years. There are rich new markets that you will want to know all about.
- There are now 199 major markets in the U.S.—an increase of 37 in a decade.
- Population increases in these 199 major markets accounted for 90% of the total population increase for the country as a whole.
- 22 of these areas now have a million or more population.
- In these 22 markets alone you can reach 64 million people.

This new book—POPULATION AND ITS DISTRIBUTION: THE UNITED STATES MARKETS—gives you the facts you need to help you increase sales. These are current facts needed by every businessman who has to make decisions about markets. They will help sales managers determine sales quotas. They will help advertising managers set up advertising coverage. *They will help you.*

Publication date is scheduled for July 31. This will be a limited edition. Therefore, so that you may be assured of getting your copy, we urge you to fill out and mail the coupon without delay.

Send no money—mail today!

Upon receipt of this coupon we will reserve a copy of the book and mail it to you for free examination as soon as it is available. You may then keep it for 10 days. Examine it. Use it. If, in any way, it fails to live up to your expectations, tell us why; return it to us and you owe us nothing. If—as we believe you will—you find that it is virtually indispensable as a marketing tool, remit $24—and the book, with all its possibilities for increasing sales, is yours, to make the most of.



Population and its distribution
The United States Markets
J. Walter Thompson Company
Eighth Edition
1961

POPULATION AND ITS DISTRIBUTION: THE UNITED STATES MARKETS—*Eighth Edition* —contains more than 400 pages of official facts. Gives you complete figures on every city and town in the U.S. over 2,500 population. Includes market classification, county, number of households, retail sales by kinds of business. Also includes population figures for every town over 1,000, and a 24" x 32" map of the United States (in four colors) which shows where the markets are by population and retail volume.

J. WALTER THOMPSON COMPANY, 420 Lexington Ave., New York 17

Reserve my copy of POPULATION AND ITS DISTRIBUTION: THE UNITED STATES MARKETS. I understand that upon publication you will send my copy for ten days *on approval.* If not satisfied, I will return the book *without obligation.* Or, I will send $24 plus delivery cost. Orders for delivery outside the continental U.S. should be accompanied by remittance in full. Add 75 cents for delivery.

NAME ______________________________

ADDRESS ______________________________

AA-6

Freberg Drums Up Like Offbeat Spots for Army Recruiters

LOS ANGELES, June 20—The U. S. Army has enlisted Stan Freberg to whip up some zany radio commercials in support of its continuing recruitment campaign.

The radio push, via Dancer-Fitzgerald-Sample, is being aired in most major markets and features, as usual, Mr. Freberg's unusual approach.

Some samples:

Boy: Why should I join the Army, man . . . like . . .

Man: Well . . . now . . .

Boy: Why should I do a thing like that?

Man: Well, now that you're out of high school the Army will train you to do some specific job. They'll teach you a craft.

Boy: Like marching?

Man: Well . . . they teach you to march, yes . . . but . . .

Boy: I see. I can turn that into a real craft in later life all right. But what am I gonna do, go on the Ed Sullivan show as a drill team?

Man: No, no. That's just basic training . . . lasts only eight weeks.

Boy: (imitating Sullivan) And naow here on our shaaooww this week . . . the famous one-man drill team . . .

Man: All right, knock it off. After you get outa basic they teach you any trade you want.

Boy: Like electronics?

Man: That's right. Pick it out in advance and that's what you'll be trained to do.

Boy: Well, why don't I just wait and pick it out after I'm drafted?

Man: Ha ha, too late then. You have to enlist in order to choose what you want to be trained for.

Boy: Well . . . like I'll think it over.

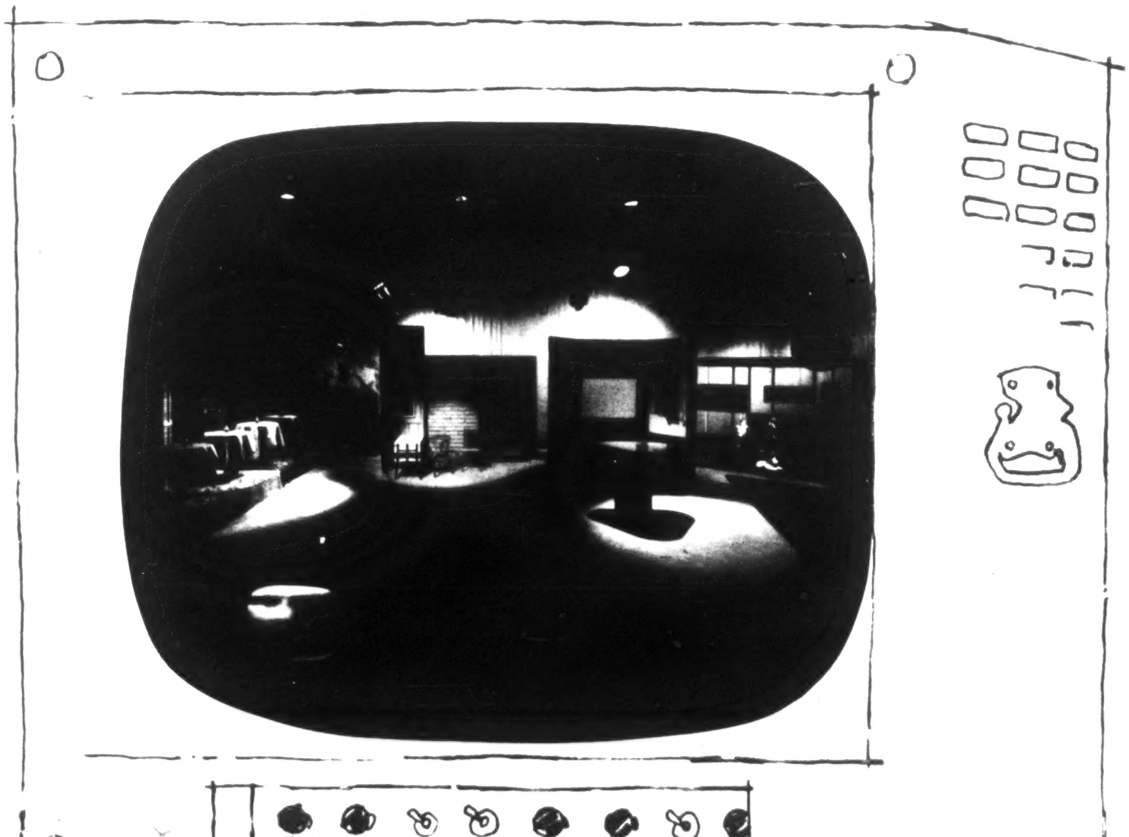
Man: Like you do that.

■ Other commercials in the Freberg series involve similar dialogs, with one boy reluctant to join the Army because he's got "a funny head" and doesn't look good in an Army cap. The spots are all one minute and were produced at Freberg Ltd. studios in Hollywood. #

Skytyping Names Summit

The western division of Skytyping, 140 N. Robertson Blvd., Beverly Hills, Cal., has retained Summit Advertising Co., Hollywood, to handle its advertising and public relations. Skytyping employs five planes flying in formation, which can put as many as 100 messages in the air in one flight, each requiring less than two minutes to "skytype" in the air.

When it comes to true importance in a women's show… who's in the picture?



All these

important people

help make

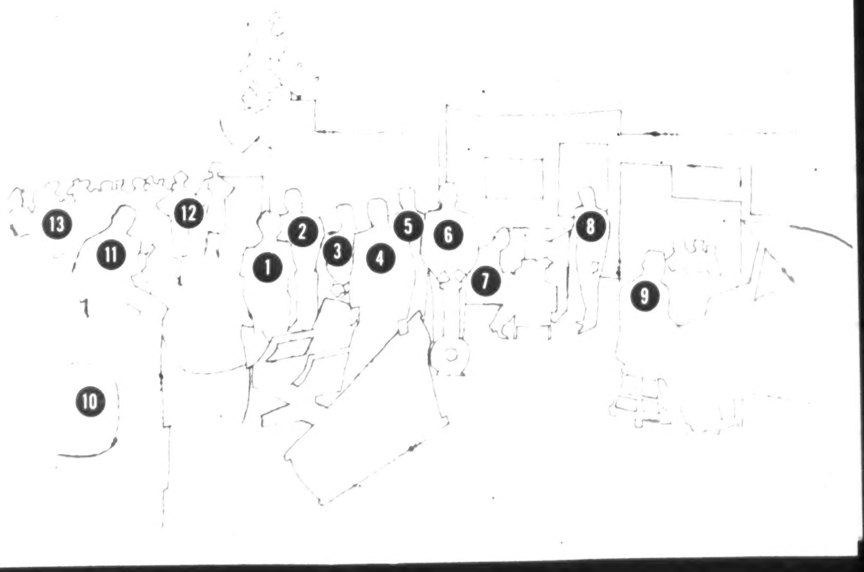
MIDDAY on WDSU-TV

important to women

—and the women of

New Orleans make MIDDAY

important to you.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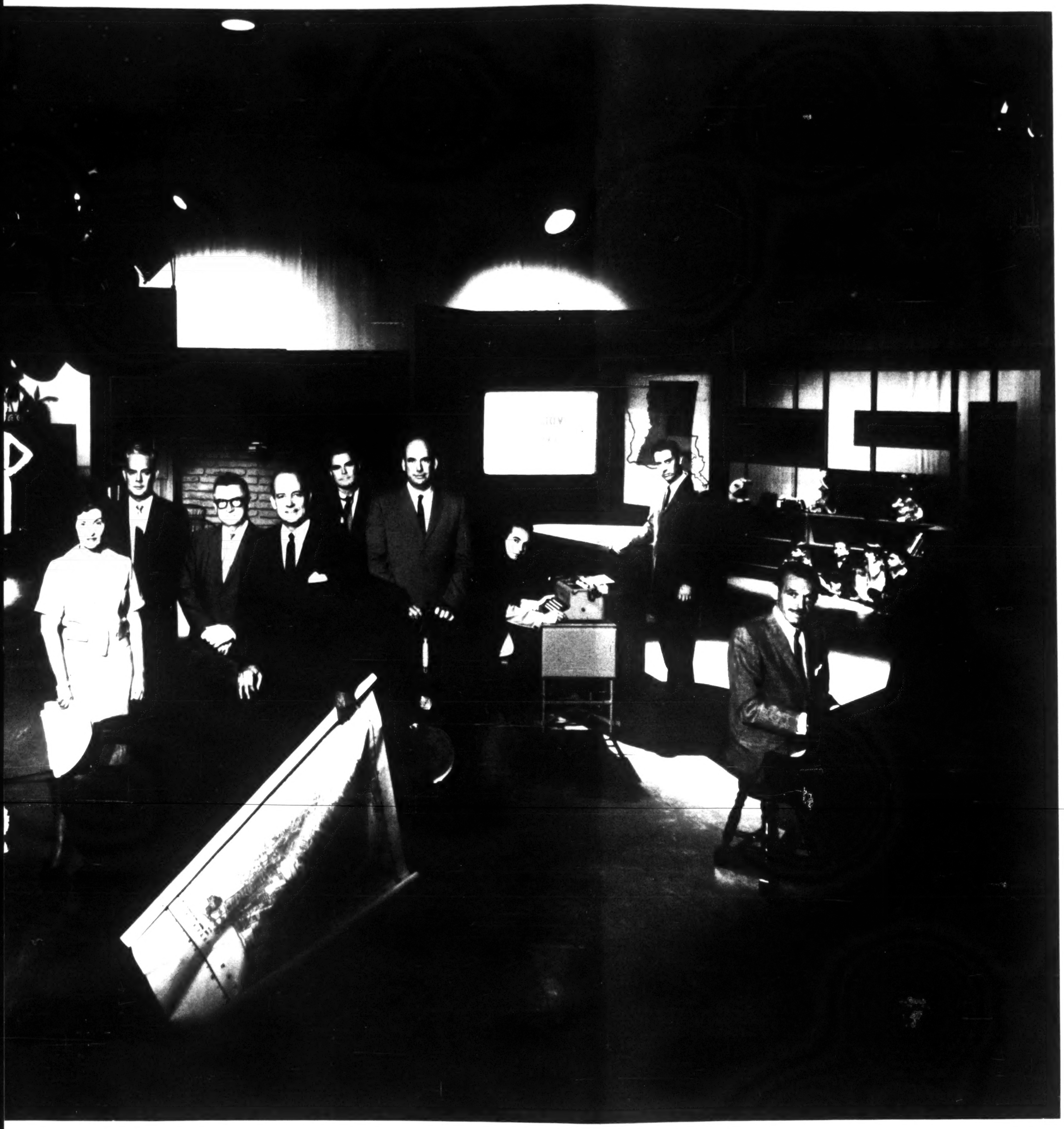


❶ Terry Flettrich, WDSU-TV Woman's Editor, plans, coordinates, emcees and pulls together the MIDDAY show.

❷ One of Louisiana's Congressmen frequently reports during the MIDDAY program on Washington matters affecting New Orleans.

❸ James Barr, Better Business Bureau chief, warns women against the wiles of con artists and other skullduggery.

❹ The Hon. deLesseps S. Morrison, Mayor, makes MIDDAY his weekly program for reporting to the women of New Orleans.

❺ A doctor member of the Orleans Parish Medical Society brings women up to date on matters medical.

❻ WDSU-TV's Nash Roberts, New Orleans' favorite weatherman, reports daily—via live remote from his weather laboratory.

❼ Reviews of books, theatre and concert attractions are given daily. Here Al Shea prepares to discuss a Little Theatre program.

❽ Alec Gifford, authoritative newscaster, starts off each program with important national, world and local news.

❾ Pete Laudeman's quick fingers at the piano provide musical mood, punctuation and emphasis throughout MIDDAY.

❿ Specials range far afield, even to Russia. Terry's recent trip was an important and fascinating television document.

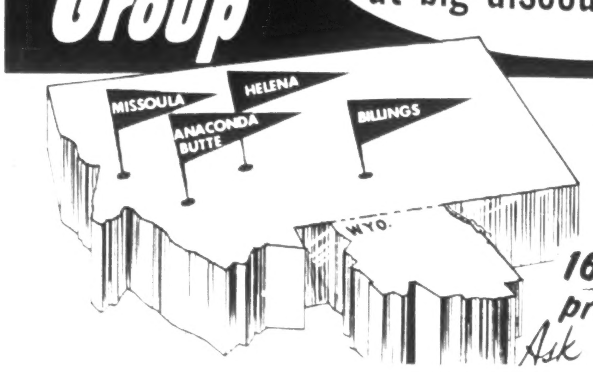
⓫ Wayne Mack, the clever supporting personality on MIDDAY, works with wit and charm to elicit enthusiastic participation.

⓬ Fashion segments feature models and merchandise provided by New Orleans stores.

⓭ A loyal audience—generally less than 20 in the studio, generally more than 40,000 at home—makes MIDDAY one of the very few local live shows anywhere to compete successfully with network shows for audience ratings.

Montana
NEWSPAPER
Group

DELIVERS
3/4 MONTANA
at big discount savings!



Only 63c a line (78c bought individually) puts your ad in this prime market area. A great "package buy" . . . with frequency and bulk discounts available now.

164 Advertisers have proved it profitable!

Ask Jann & Kelley, Inc.
National Representatives

AWRT Unit Elects Ratermann

The Chicago chapter of American Women in Radio & Television has elected Dene C. Ratermann, radio-tv representative of the National 4-H Service Committee, president. Other new officers are Patricia Nealin, WGN, vp; Mrs. Mary Moore, American Institute of Baking, secretary; and Bernice Munson, Keyes, Madden & Jones, treasurer.

Popai Names Officers

The following were elected officers of the Point-of-Purchase Advertising Institute for 1961-'62: Richard H. Dickson Jr., president of Indiana Wire & Specialty Co., chairman of the board; Harry Fenster, president of I. Fenster & Sons, president; and Carl Bergmann, Palmer Associates, treasurer.

Transport Ad Joins NATA

Transportation Advertising Co., Chicago, has been named a member of National Assn. of Transit Advertising.

FTC Needs Bigger Staff to Screen Ad Claims, Senate Told

WASHINGTON, June 20—Federal Trade Commission Chairman Paul Rand Dixon ran for cover last week when members of the Senate appropriations committee asked if there is anything he can do about partly empty cereal boxes and ads for "big" gasoline gallons.

The issue was raised by Sen. Willis Robertson (D., Va.), who wanted to know if that "big, big Cities Service" gasoline gallon which he hears advertised on the radio is any bigger than other gallons. "Is it more than four quarts?" the senator wanted to know.

Chairman Dixon said there's a fine line between deceptive advertising and puffery, and that many of the ads which play on words are probably beyond the commission's reach.

■ Sen. Robertson reopened the issue, complaining: "They [the cereal makers] advertise the economy package, but there is often less than in the old package. They used to give a pound, now they give two or three ounces less."

The FTC chairman commented, "We have a whole tub of this stuff." He observed that the economy has grown substantially since he first worked at FTC in 1939, but that the commission has had little increase in the size of its staff. "That's why I hope you will go along on our proposal to increase the staff from its present 823 by another 276 persons," he said. =

Another British Newspaper to Close Down in Merger

The *London Sunday Dispatch*, now selling 1,500,000 copies a week, will merge shortly with Lord Beaverbrook's *Sunday Express*. Associated Newspapers, owner of the *Sunday Dispatch*, said the paper had lost nearly $1,680,000 in the last year. The *Sunday Dispatch* was founded 160 years ago. Its folding fulfills a prophesy made last year by Canadian-born newspaper magnate Roy Thomson, who said there were four national Sunday newspapers too many in Britain. Since then, the *Sunday Chronicle*, the *Empire News*, and the *Sunday Graphic* have all folded. Associated Newspapers was concerned in another merger last October when its *Daily Mail* absorbed the *News Chronicle* and its *London Evening News* absorbed the *Star*, the *Chronicle's* sister paper.

Rumors are now flying that the *News of the World*, a Sunday paper with a circulation of more than 5,000,000, will make a bid for Associated Newspapers. Associated also owns the *Daily Sketch* and 10 provincial evening newspapers. A royal commission on the press was formed last February to investigate the current economic difficulties of British newspapers.

NTA Elects Davis Head

Leonard Davis has been elected chairman of the board, president and chief executive officer of National Telefilm Associates, New York, succeeding Charles Glett, who resigned after two weeks in office. Mr. Davis, who is chairman of the board of Leonard Davis Associates, insurance specialist, is an NTA stockholder, who led a dissident group in a dispute with management at the annual stockholders' meeting several months ago.

Derbins Joins DuBarry

William H. Derbins, formerly director of product management of Mead, Johnson & Co., has joined the DuBarry division of Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., as vp for marketing, a new position.

SURE
The Free Press
SELLS
BUSINESS

Executives in the Detroit Area Market prefer the Detroit Free Press!

MORE READERS THAN EVER!

Free Press circulation now up 100,000 . . . 622,242 Sundays—573,273 Daily.

AND MORE EXECUTIVE READERS!

Readership studies carried on continuously over the past 20 years clearly show an increasing executive preference for the friendly Free Press. A study of the newspaper readership preference of Detroit Area Automotive and Advertising Executives completed in February of 1961 showed:

Total daily Free Press readership of 83.1%, other paper 68.9% (90% of executives contacted responded to survey.) ■ Exclusive daily Free Press readership among all respondents was 25.6%, other paper 11.4% ■ A study of Presidents of Michigan Manufacturing Firms rated at $1,000,000.00 or more showed an even stronger Free Press exclusive preference. ■ Exclusive daily Free Press readership among all respondents was 41%, other paper, 11% (89% of those contacted responded to this survey.)

BUSINESS REPORT!

The Free Press now offers business executives even more with "Business Report," a new section with each Sunday Free Press.

"A complete picture of Detroit and Michigan Business, Finance and Industry. All that's new . . . and news . . . about the world of Business".

[illegible]

HERE'S HOW THE FREE PRESS SELLS BUSINESS!

Business Report
Business Report
SOUND INVESTMENT

THE DETROIT FREE PRESS IS SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press
MICHIGAN'S *ONLY* MORNING NEWSPAPER
NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

PAGEANT

JULY 35

THE SECRET

OF A

ATISTIC

the lively compact magazine

r to Sunburn

NEW WAYS TO CONQUER SUMMER MISERIES

THE WHOLE TRUTH ABOUT LYING

What makes us lie— and why we all do

12-Page Special Report

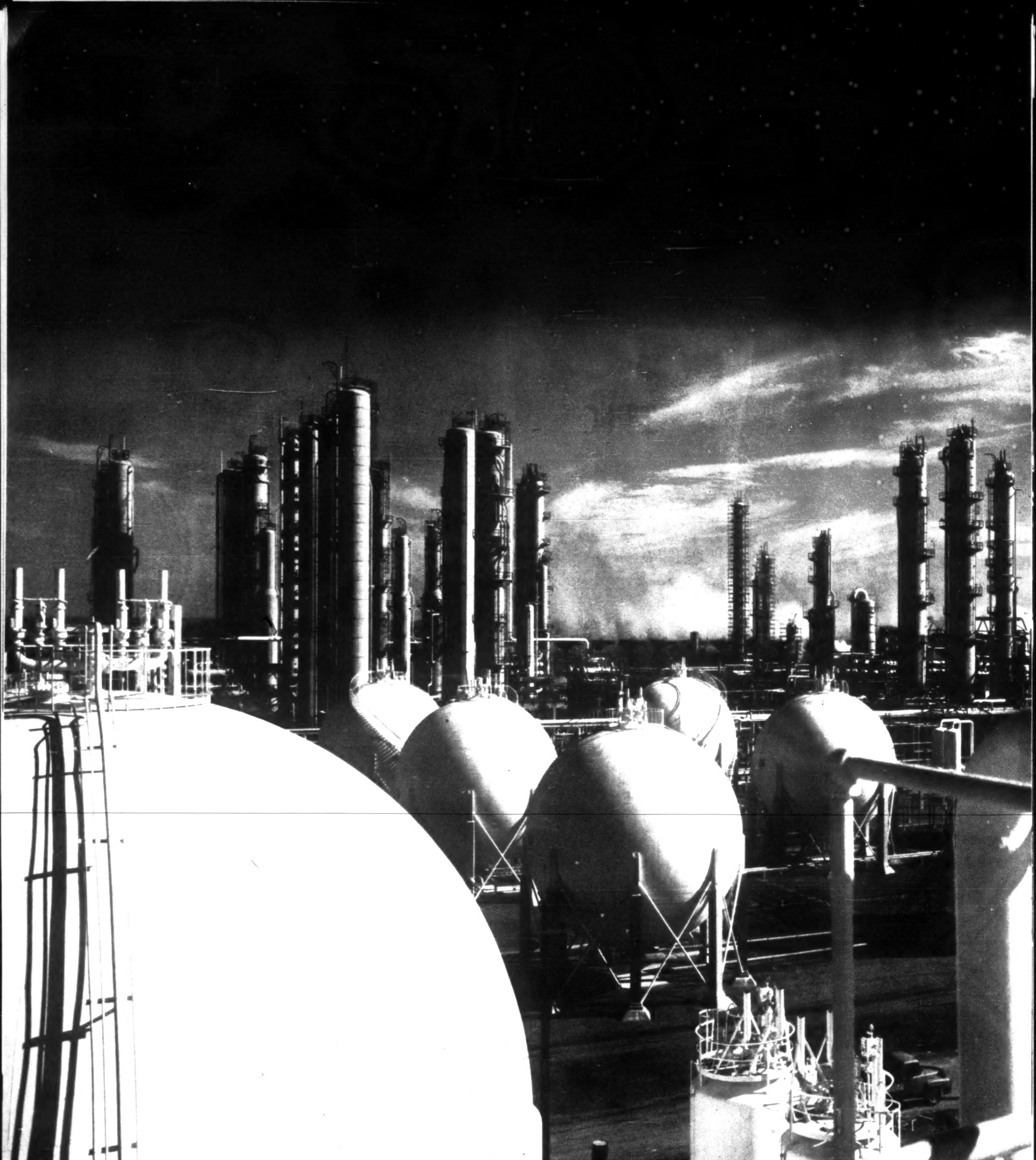
WHAT'S AHEAD IN THE RACE INTO SPACE

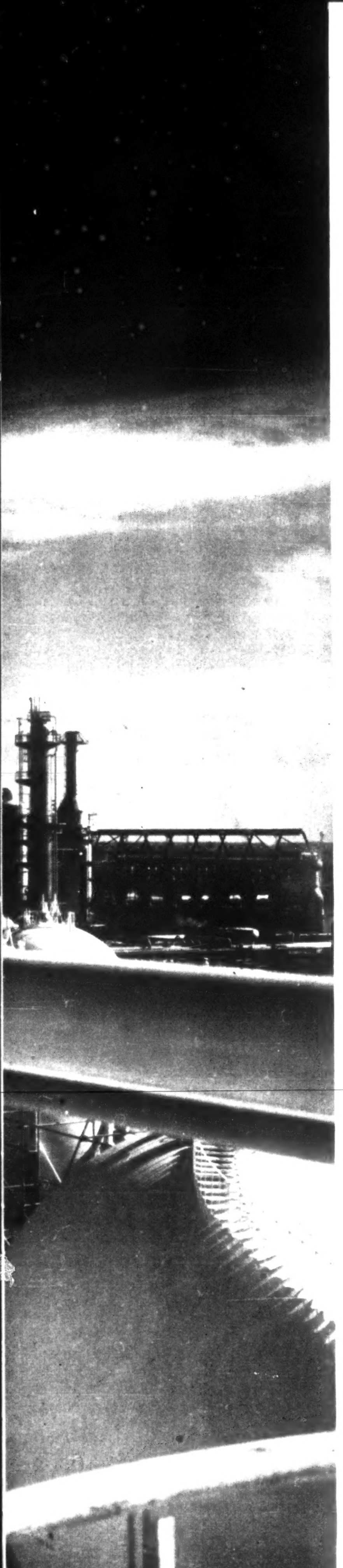
PAGEANT'S COMPLETE HOME BARTENDER'S GUIDE AND PARTY MANUAL

Now taking advertising

- 98.4% newsstand sales
- 60.7% of circulation in cities of 100,000 or over
- Average family income: $9,254
- 500,000 circulation guaranteed
- Male readers 50.6%, median age 39; female readers 49.4%, median age 37. 59.3% attended college!

November issue closes July 20. 4-color available throughout magazine. Frequency and combination discounts with other Macfadden publications apply. Pageant has been published for 17 successful years. Published by Macfadden Publications, Inc. Call Macfadden, LExington 2-9050.





"You mean to insist, John, that one man buys for this CPI* plant?"

ONE KIND OF MAN DOES...*the technical decision-maker.* He carries the "Yes-No" buying command over the materials and equipment that keep this new, multi-million Petro-Tex plant rolling at top production.

THE TECHNICAL DECISION-MAKER is charged with spending-at-profit the *Chemical Process Industries' $55.3-billion budget for materials and equipment. His operating responsibilities imply this privilege. His engineering training provides exceptional qualifications. Studies of his actual buying activity confirm these facts. *(See the most recent, "CPI Buying Patterns," by Universal Marketing Research, an Alfred Politz affiliate. Call your CE representative.)*

YOUR ADVERTISING, aimed directly at *the technical decision-maker,* can talk engineering *and* economics . . . a double-impact that couldn't be more timely than right now. When you hit him, you hit at the pivot-point between technology and profits in the CPI. Only one publication shares this strategic spot with him, *his own . . .*

CHEMICAL
ENGINEERING

A McGRAW-HILL PUBLICATION 330 W. 42d ST., NEW YORK 36, N. Y.

PETROCHEM PANORAMA—the largest non-captive butadiene plant in the country, Petro-Tex Chemical. Jointly owned by Tennessee Gas Transmission Co. and Food Machinery and Chemical Corp., this giant also produces *n*-butene, isobutylene, diiso-butylene, triiso-butylene and alkylate.

An imaginative few of the
READING, VIEWING and LISTENING PUBLIC
may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special **EXCESS INSURANCE** before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

ANA Adds 11 Members; Names Brown, Hoy

The Assn. of National Advertisers has added 11 new members. The companies are: American Bakery Co.; Archer-Daniels-Midland Co.; Babcock & Wilcox Co.; General Aniline & Film Corp.'s chemical division; Chow division of Ralston Purina Co.; Collins & Akman; Helene Curtis Industries; Esquire socks division of Kayser-Roth Hosiery Co.; Fels & Co.; H. W. Gossard Co.; and Stauffer Chemical Co.

The ANA has named Daniel C. Brown, vp of advertising and sales promotion of Baumritter Corp., chairman of the sales promotion committee and Ralph L. Hoy, Aluminum Corp. of America, chairman of the audio-visual committee.

'Canadian Packaging' Rates Up

Canadian Packaging, published by Maclean-Hunter Publishing Co., Toronto, has issued a new rate card, effective with its August issue. The new rate for a page, one time, is $425, up from $382.

Thomas & White Moves

Thomas & White, West Orange, N. J., industrial agency formed last September, has moved to larger quarters at 93 Main St.

Information for Advertisers

Reports from **McCall's** third annual Congress on Better Living, 1960, covering likes and dislikes in the fields of automotive, food, beauty, the home and its equipment, the home and its structure, and mobile home living, have been published by *McCall's*. Any or all of the six reports may be obtained from *McCall's*, 230 Park Ave., New York 17. Availability of the reports was reported May 8 in ADVERTISING AGE's annual market data issue, but the item did not specify there were six different reports.

- The "1961 Outdoor Annual," containing the best outdoor advertising and poster and painted display designs, as selected at the 29th National Competition and Exhibit of Outdoor Advertising Art, has been published by **Outdoor Advertising Inc.**, 360 Lexington Ave., New York 17.

- Highlights of family characteristics as related to newspaper readership in San Diego are contained in summary form in a brochure, published by the **San Diego Union** and **Evening Tribune**.

- A new "Television Factbook" has been published by **Television Digest**. The guide contains data filed by each station with FCC and the American Research Bureau's viewing data gathered in its county-by-county nationwide survey. A map is shown for each commercial station on the air, plus circulation data, a revised roster of station owners and executives, information on the station's technical facilities, and a digest of the latest rate card. Priced at $12.50 each, copies may be obtained from *Television Digest*, Triangle Publications, Box 700, Radnor, Pa.

- The first section of "Mass Media Audiences in the European Economic Community," covering Belgium and Luxembourg, has been published by **Intam Ltd.**, international advertising and marketing division of the London Press Exchange Ltd. Each section will contain basic statistics on languages, number of publications, cinemas, television and radio receivers, and advertising expenditure data, a bibliography of reference books which list media, ad rates, editors' names, etc., and brief extracts from all sample surveys which measure media audiences. Additional information may be obtained from the London Press Exchange Ltd., 110 St. Martin's Lane, London.

- "*Family Circle* Circulation Analysis," based on the October, 1960 issue, by editions, population groups, metropolitan markets, Nielsen areas, states, counties, cities and towns, has been published by **Family Circle**, 25 W. 45th St., New York 36.

- "Bakers Keep Ahead of the Nation's Growth Rate," a six-page analysis of the 1958 Census of Manufactures baker products section, which presents and interprets key statistics from the Census, may be obtained from the Research Dept., **Baking Industry**, Clissold Publishing Co., 105 W. Adams St., Chicago 3.

- "The Household Cheese Market," a report including data on purchase rates for the various types of cheese, trends in purchases, package sizes and types, and the relationship of purchases to socio-economic groups, community size, and geographic area, has been published by the **American Dairy Assn.**, 20 N. Wacker Dr., Chicago 6.

DDB Names Anderson in L.A.; Names Two VPs

James P. Anderson, formerly vp and head of the Dallas office of Fitzgerald Advertising Agency, has joined the Los Angeles account staff of Doyle Dane Bernbach Inc. Mrs. Mary Wells, a copy supervisor, and John Gronfein, an account supervisor, have been named vps in the New York office.

The only thing that isn't changing in Boston is the weather

Boston's weather is as ornery as ever. The town's weather vanes are half nuts trying to figure out which way to point. But fickle weather is one of the few remaining Boston traditions. Others are giving way to the new boom that's engulfed the town — new industries, new buildings, new super highways, a new excitement.

With this spirited change has come a radical upheaval in the old town's newspaper reading habits. Growing with Boston in a big way is The Globe, first now practically any way you slice a newspaper audience.

A just completed Nelson Study, "The New Boston," done in consultation with the Advertising Research Foundation, reveals The Boston Globe is ahead of the pack on every front, with more home-delivered circulation, more readers in the acquisitive 18-44 age group. In short, and in total, The Globe has more adult readers than any other Boston newspaper.

The facts are in "The Buying Bostonians." Get a copy from your Million Market Man. There's a new spring in his step that'll bring him to your office fast.

There's a new Boston and The Globe is its #1 paper

Morning • Evening • Sunday

A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

IN HOUSTON, THE CHRONICLE IS YOUR MUST BUY!

The Chronicle has 6,152 More Daily City Zone Circulation than the 2nd newspaper

14,147 More Sunday City Zone Circulation than the 2nd newspaper

And The Trend Is Toward The Chronicle

- The Chronicle has gained more total as well as more total city circulation daily than any other Texas newspaper during the past year and has continued this gain through the last six months.
- The Chronicle has more total city circulation daily and Sunday than any other Texas newspaper.

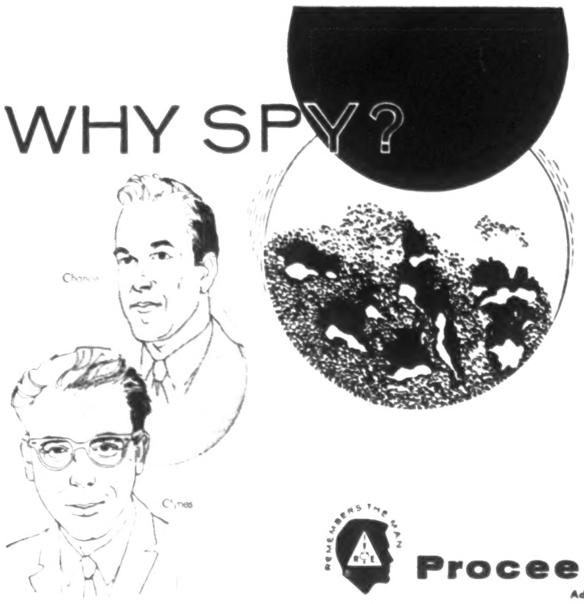
Source: Based on a comparison of Publishers' Statements to the Audit Bureau of Circulations for 6-month period ending March 31, 1961.
Houston figures based on Monday-Friday average. Some Texas papers based on Monday-Friday, others on Monday-Saturday.

THE HOUSTON CHRONICLE

Member The TEXAS GROUP

Read By More Houstonians Than Any Other Newspaper

The Branham Company—National Representatives



WHY SPY?

Secret Agent X defied detection for centuries. When he struck in past ages, men attributed death to many causes, never to him. In this century men became conscious of his existence. But no spyglass could find him; no telescope reveal his hideout, no microscope uncover his traces. Until . . .

With the coming of the electron microscope, the activities of Agent X are no longer secret. He's being watched at work in a hundred places — in cancer cells, or destroying man's body in countless different ways. Soon, counter measures will be devised

Bio-medical research owes much to doctors and much to electronic engineers. Amongst these are thousands of highly-trained IRE members, a small but important section of the membership of the Institute of Radio Engineers. Their significant researches are published frequently in *Proceedings*; in this way they become available in America's continuing battle against disease.

Two IRE members are being honored this year for contributions in this field. To Britton Chance, of the University of Pennsylvania, goes the William J. Morlock Award for applying advanced electronic techniques in a long-term program of fundamental biological research. To Manfred Clynes, of Rockland State Hospital, Orangeburg, N. Y., goes the W. R. G. Baker Award for a paper on "Respiratory Control of Heart Rate: Laws Derived from Analog Computer Simulation."

IRE's publishing is vital to today's research. Advertise your electronics product in Proceedings!

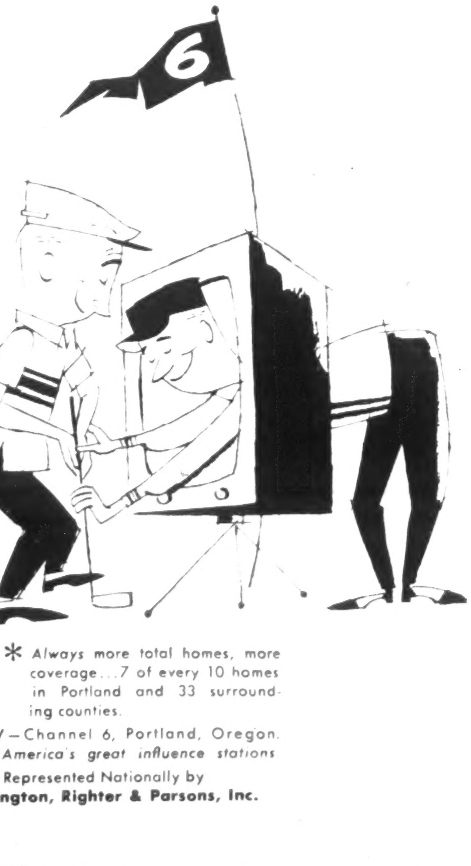
Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36. MUrray Hill 2-6606

A sales point we'd like to drive home: KOIN-TV consistently captures the widest audience in Portland, and 33 surrounding Oregon and Washington counties. The reason . . . carefully planned programming that holds a winning grip on the hearts of Northwest people. We invite you to take a larger slice of a prosperous market . . . hook more sales and get more distance out of *your* advertising messages, with KOIN-TV. Your latest Nielsen has our score.*

KOIN TV

PERSUADES PEOPLE IN PORTLAND



* Always more total homes, more coverage . . . 7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV—Channel 6, Portland, Oregon.
One of America's great influence stations

Represented Nationally by
Harrington, Righter & Parsons, Inc.

Getting Personal

Pete Wemhoff, editor and general manager of *Automotive News*, marking his 25th year with the publication, was feted at a dinner June 9 at the Gross Pointe Yacht Club. Hostess was **Mrs. George M. Slocum**, board chairman and president of Slocum Publishing . . .

HAPPY ANNIVERSARY
HAPPY ANNIVERSARY

WILD AND WOOLLY—*Al Harting, vp and director of advertising and public relations for Southwest Airmotive Co., Dallas, celebrated his 15th anniversary with the company recently and received not the usual service pin and certificate but two very lively sheep for his Hunt County farm. All went well at the presentation, until one of the sheep began chewing furniture and decorations in the office.*

Cal Anderson, Cunningham & Walsh art director, who is also an art instructor at San Francisco Art Institute, is rightfully proud of one of his students, Lola Saltiel, who walked off with the $600 grand prize in the recent collegiate advertising art contest sponsored jointly by Advertising Assn. of the West and Zellerbach Paper Co.

Paul R. Smith, senior vp of Ellington Co., New York agency, has been named special consultant to the department of advertising design of Pratt Institute Art School . . . An honorary doctor of literature degree from the University of Hartford has been bestowed upon **Roy E. Larsen**, chairman of the Time Inc. executive committee . . .

New chairman of the pr committee of the National Council of American Importers is **Robert J. Sullivan**, vp of Edward Gottlieb & Associates, New York . . .

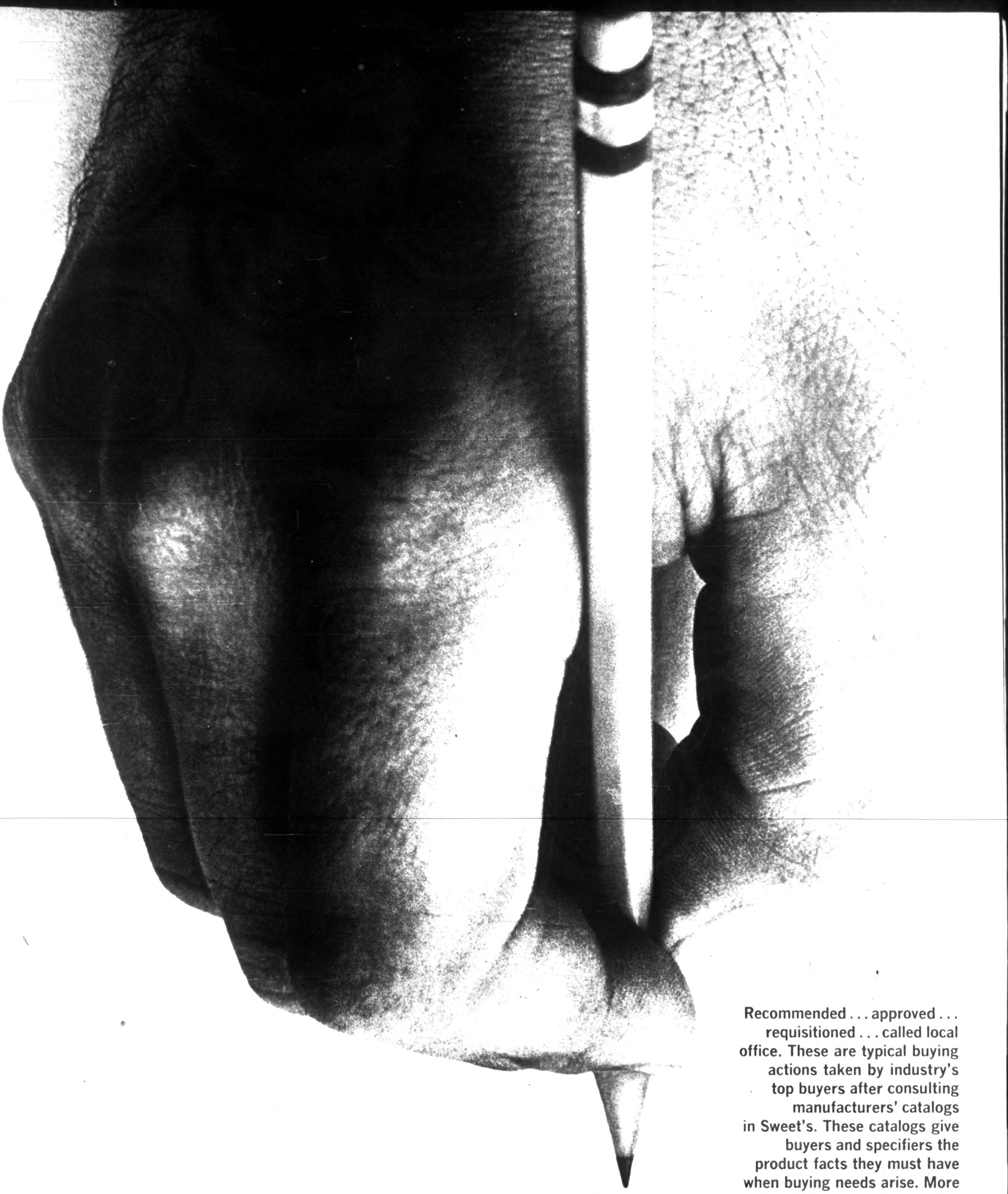
Elliott J. Barnett, local ad manager of the *Hartford Times*, was tabbed winner of the Hartford adclub's distinguished service award . . . The annual marketing achievement award of the Northern California chapter of the American Marketing Assn. was given to **Dr. Delbert J. Duncan**, professor of marketing at the University of California. The honor recognizes his contributions to "advancing marketing's cause in education, business and government" . . . Dr. Duncan was responsible for establishing a program to bring European university representatives to the U. S. to study business schools . . .

SURFSIDE SOIREE—*Basking in Hawaiian hospitality at the Kauai Surf Hotel are R. F. G. Copeland, retired director of product advertising and sales promotion for Ford Motor Co., and his wife who took an 11,000-mile junket from their Vero Beach, Fla., home, celebrating their 30th wedding anniversary.*

A tv set and fancy scroll were among the gifts **Alex Kennedy** took with him when he retired as advertising account exec with the *Boston Record* and *American Sunday Advertiser*. Veteran Kennedy spent 56 years in the newspaper business . . .

Lee Segall, president of KIXL, Dallas, received the 1961 Betty award from **Dan Hayslett**, retiring president of the Assn. of Broadcasting Executives of Texas and general manager of KIXL. The bronze and marble statuette symbolizes "consistent contribution to the effectiveness and dignity of the broadcast industry" . . .

Awards elsewhere—**James M. Hogan**, advertising and sales promotion manager of the Nashville division of Kroger Co., was given the president's trophy of the Nashville Advertising Federation a few weeks ago . . . **Orville C. Rennie**, promotion and pr director of Ball & Davidson, Denver agency, was honored by the Denver Society for Crippled Children & Adults for his "splendid leadership" as the society's president last year . . . **E. Kenneth Todd**, publisher of the *Rockford Morning Star* and *Register-Republic*, received the Veterans of Foreign Wars silver medal for exemplary citizenship from the Illinois VFW . . .



SPECIFIED

Recommended . . . approved . . . requisitioned . . . called local office. These are typical buying actions taken by industry's top buyers after consulting manufacturers' catalogs in Sweet's. These catalogs give buyers and specifiers the product facts they must have when buying needs arise. More than **80** buying-action studies in six basic industrial and construction markets document the buying activity a catalog in Sweet's can produce for your products. Your Sweet's Representative will gladly review the results of these studies with you. Sweet's Catalog Service, Division of F. W. Dodge Corp., 119 W. 40th St., New York, N. Y.

$2 billion shot you can make blindfolded

Put yourself closer to the sales pin in Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. With a combined daily circulation of 266,213 and Sunday total of 227,653, the Georgia Group papers deliver the coverage and penetration you need and want. And it's one order, one bill, one check . . . and 13% savings on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

FREHRA-ZHOCKA—*Members of the Sunbeam Choir of the Hughes Methodist Church record Guardian Federal Savings & Loan's new radio jingle.*

Savings & Loan Finds Choir of Kids to Sing Its Jingle

WASHINGTON, June 20—When Guardian Federal Savings & Loan Assn. approved some new musical jingles to the tune of "Frere Jacques," Larrabee Associates, Washington, needed children's voices to do the recording.

Members of the Sunbeam Choir, Hughes Methodist Church, Silver Spring, Md., proved to be the answer.

While the church could not officially sponsor the recording session, the choir members volunteered individually to cooperate in making the recording. They all turned up at U.S. Recording Co. studios, complete with their own choir leader.

In a gesture of appreciation, Guardian Federal made a contribution to the church. ≠

Teleglobe Plans to Operate Medical Television Network

Teleglobe Pay TV System, New York, has formed a subsidiary, Medical TV Network, which plans to present educational programs for physicians. Under this plan, doctors who subscribe would pay a small monthly subscription fee, in return for which they would get a portable tv set that contains an "unscrambling" device called the 'Medicoder.' This device would enable the doctors to receive the programs, which would be sent on a regular channel during a time when the station is not telecasting.

Solomon Segall, president of Teleglobe (AA, April 17), said the Medical TV Network hopes to begin operations in New York later this year. No product commercials will be permitted, but pharmaceutical sponsors will be sought, with these companies allowed to present reports on research programs. Meanwhile, National Broadcasting Co. reported that its Medical Radio System, patterned on a similar idea, which has been postponed several times, has set its starting target for October.

OB&M Appoints Powell to Head Chicago Unit; Boosts Berla

Robert Powell, who formerly had his own agency, Robert Powell Associates, in Detroit, has joined Ogilvy, Benson & Mather to head a new service office for Shell Oil Co. at 624 S. Michigan Ave., Chicago. Peter Berla, who joined the agency in 1959, has been promoted to a media supervisor in New York.

Cook Joins Scherer

Sydney P. Cook, formerly with Campbell-Ewald Co., Detroit, has joined R. P. Scherer Corp., Detroit, manufacturer of soft gelatin capsules, as manager of market research and advertising.

Take a second look

(it's Bagley's, in Duluth)

Take a second look at the Duluth-Superior market-
it's bigger than you think!
It's the second-biggest market* in both Minnesota and Wisconsin!*
Bigger than Madison or Des Moines!
Bigger than Augusta, Baton Rouge or Corpus Christi!

Duluth-Superior-BIGGER than you think-and only KDAL delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

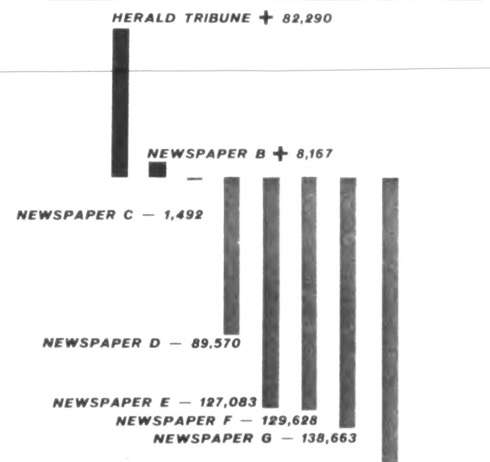
HIGHEST EVER FOR MAY

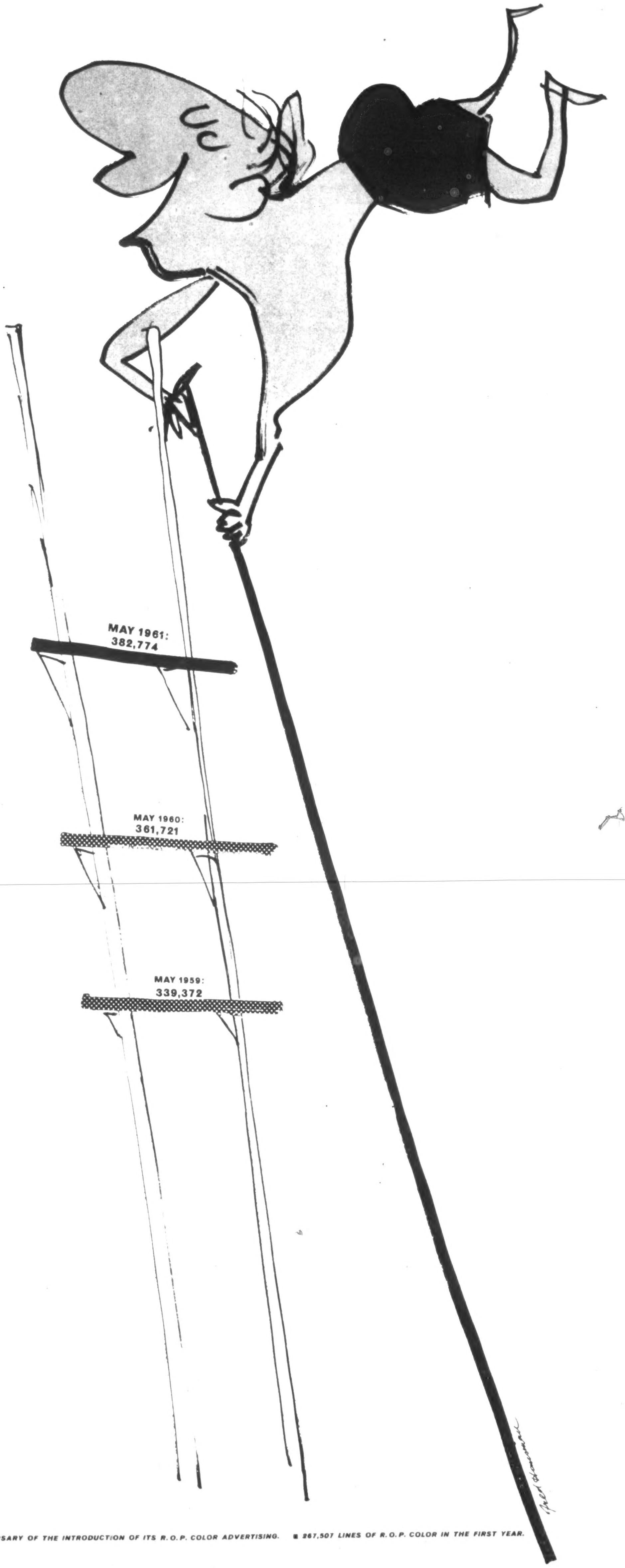
- *HOW HIGH IS UP?*
- *AS HIGH AS THE HERALD TRIBUNE'S AVERAGE NET PAID WEEKDAY CIRCULATION FOR MAY 1961: 382,774 . . . THE HIGHEST MAY IN HERALD TRIBUNE HISTORY.*
- *AS HIGH AS THE HERALD TRIBUNE'S WEEKDAY ADVERTISING GAIN FOR 1961 —OVER 82,000 LINES FOR THE FIRST 5 MONTHS . . . LARGEST GAIN IN TOWN AND 10 TIMES THE NEXT PAPER'S GAIN.*
- *SURE HAS ALL THE EARMARKS OF A TREND . . . HASN'T IT?*

NEW YORK
Herald Tribune

WEEKDAY GAINS & LOSSES
1st 5 MONTHS 1961

TOTAL ADVERTISING
SOURCE: MEDIA RECORDS





WITH THIS RECORD MONTH THE HERALD TRIBUNE CELEBRATES THE FIRST ANNIVERSARY OF THE INTRODUCTION OF ITS R.O.P. COLOR ADVERTISING. ■ 267,507 LINES OF R.O.P. COLOR IN THE FIRST YEAR.

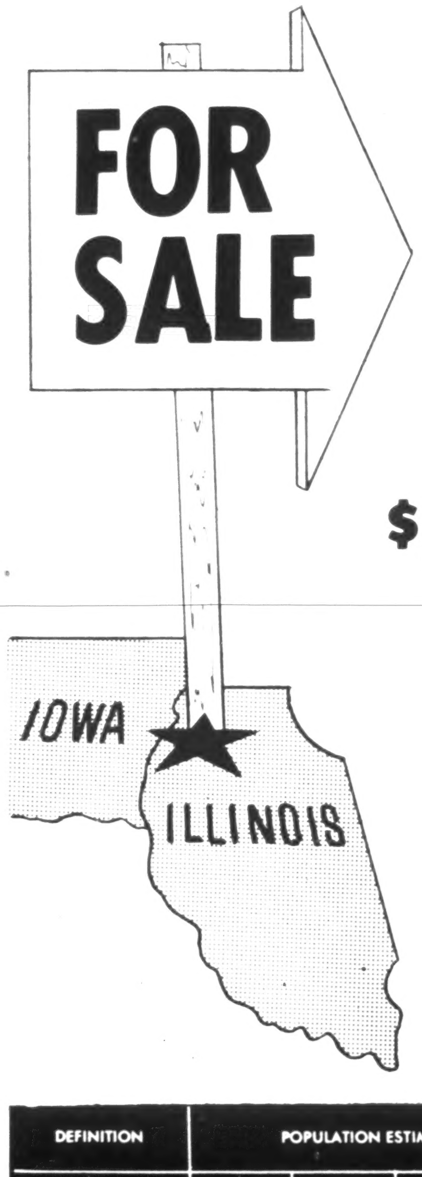
CLIPPER

ISOLATES 600,000 OF THE WORLD'S MOST SELECT CONSUMER PROSPECTS

Charter Issue September 1, 1961
Final Closing Dates: B/W - July 15, Color - July 10

CONTACT YOUR EXCLUSIVE CLIPPER REPRESENTATIVE NOW:
PIRNIE & BROWN, ATLANTA
DIDIER & BRODERICK, CHICAGO
MURRAY BERNHARD ASSOC., NEW YORK
ARDEN E. RONEY & ASSOC., LOS ANGELES

Clipper Magazine - 450 North Syndicate, St. Paul 4, Minnesota



Third largest market in IOWA-ILLINOIS

(ROCK ISLAND, MOLINE, EAST MOLINE ILLINOIS, ● DAVENPORT, IOWA)

$591,548,000

worth of QUAD-CITY buying power

Buying power has moved up BIG in the Quad-Cities - third largest market in Iowa-Illinois. Quad-City hometown newspapers put you in touch with 100% of the 84,500 modern households . . . 272,400 people. This massive coverage delivers with it the time-tested impact it takes to sell the goods. Make the BIG buy the economical way - with Quad-City Newspapers. Total daily circulation in excess of 109,000.

DEFINITION	POPULATION ESTIMATES 1/1/61				RETAIL SALES - ESTIMATES 1960			
QUAD CITIES (Davenport-Rock Island and Moline-East Moline area	Total (thous.)	House-holds (thous.)	C.S.U. (thous.)	Total E.B.I. ($000)	Total ($000)	Food ($000)	Automotive ($000)	Drug ($000)
	272.4	84.5	93.9	591,548	359,286	79,344	55,783	13,707

Copr. 1961, Sales Management Survey of Buying Power; further reproduction not licensed.

OVER ¼ MILLION PEOPLE QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET
QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by Jann & Kelley, Inc.

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by Allen-Klapp Co.

What happens when
you don't buy
the best machine
for the job...
simply because it's made
outside the United States?

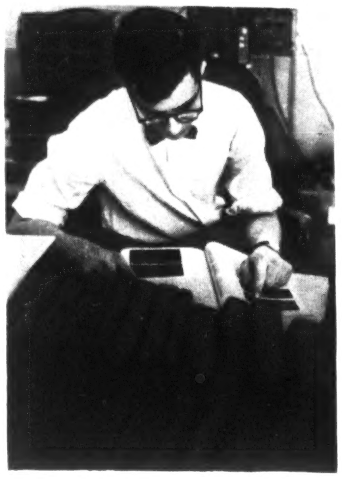
Your company loses
the savings
or superior performance
the machine would deliver.

You discourage
the foreign trade
that last year netted
the U. S. a healthy $5 billion
trade surplus.

You encourage the idea
that U. S. manufacturers
should rely on protection
instead of competition.

None of these are
good for you
or for the United States.

BROWN BOVERI



ANTI-ANTI—*Brown Boveri Corp., New York, U. S. subsidiary of a Swiss electrical equipment maker, is running this counterattack on the "Buy American" campaign in June issues of magazines reaching the electric utility industry. Max Berking Inc. is the agency.*

Toiletry, Drug Advertisers Invested $450,000,000 in '60

NEW YORK, June 20—Major drug and toiletries advertisers spent more than $450,000,000 last year in the six major measured media, according to the annual survey by *Drug Trade News*. Approximately two-thirds of this appropriation went into television.

Industry investments were ahead of 1959 by 10.5% in network tv and by 7.2% in magazines, the study reported. They declined 19.1% in newspaper sections, 2.5% in spot tv and 1% in newspapers.

Dollar figures for 1960 were reported at $195,803,000 in network tv; $103,316,000 in spot tv; $80,000,000 in magazines; $53,118,000 in newspapers; and $17,391,000 in newspaper sections.

The June 12 issue of *Drug Trade News* also contains a brand-by-brand breakdown on drug and toiletry ad expenditures for most products in measured media. ■

Cordless Drill Price Set

Black & Decker Mfg. Co., Towson, Md., has announced that its new ¼" Cordless electric drill (AA, April 24) will list at $49.95, complete with rechargeable power pack. The power pack's recharger will list separately at $9.95, or the complete drill and recharger package will be offered at $59.90. The new tool, which the company says is the world's first cordless electric drill and is expected to be followed by other electric tools with an independent power source, will be marketed early this fall.

Reeves Heads Broadcasters

Jerome R. Reeves, general manager of KDKA-TV, Pittsburgh, has been elected president of the Pittsburgh Radio & Television Club for the 1961-'62 season. Other new officers are Tom Slater, Fuller & Smith & Ross, vp, programs; Jack DeHaven, WWSW, vp, membership; Bill Morrissey, Smith, Taylor & Jenkins, vp, special activities; Steve Rooney, WJAS, vp, publicity; L. H. Neiplin, Grant Advertising, treasurer; and Florence Herlig, Fuller & Smith & Ross, treasurer.

Cedar Shingle Drive Expands

The Red Cedar Shingle Bureau, Seattle, is expanding the trade segment of its 1961 campaign to a series of spreads in all major builder-architect publications, beginning with June issues. Botsford, Constantine & Gardner, Seattle, is the agency.

Men who will pay to read usually do

You'll note that we say "usually." For some men just aren't readers, even though they do subscribe to publications from time to time out of some intent to reform. And there are some men who do not and will not read any publication. No one can compel them to change their nonreading habit. This we know from sad experience.

While there will always be such men on *any* publication's list, you can generally be sure of getting the largest number of regular readers in publications that are paid for. For in the main, the man who buys a magazine does so to read it.

And there's another bonus that McGraw-Hill's paid circulation offers you . . .

With the help of the McGraw-Hill Census of Manufacturing Plants, our salesmen uncover influential "unknowns"—men whose names never appear in directories, registration rosters or company customer and prospect lists. Our selling effort, just in learning who's who, helps assure your message getting to men that *your* sales organization may or may not know.

In short, then: we do not deliver 100% market coverage of buying influences. No publisher can. But we do have what we believe to be the closest thing to it—the highest percentage of real, honest-to-goodness readers, key businessmen whose interest in our editorial pages rubs off on your advertising there as well.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

Men who will pay to read usually do. McGraw-Hill publications are selected and bought by over one million key men in business and industry who want the best in editorial service.

ABC ABP

SURVEY SHOWS
356 Establishments
doing an annual
volume of sales
TOTALING
$309,772,000

LUBBOCK, TEXAS IS THE
SIXTH
LARGEST WHOLESALE
MARKET
IN THE STATE OF TEXAS
LUBBOCK
AVALANCHE-JOURNAL
Represented by Texas Daily Press League

Adams & Keyes Adds Toch; Elects Lawton VP

Adams & Keyes, New York, has been named to handle advertising for Toch Bros., New York, manufacturer of building protective products. The account formerly was handled by Lucerna Co. Adams & Keyes also has named John C. Lawton, account supervisor on Air Express, a vp.

'Popular Science' Names Two

William H. Sanke has joined the Chicago advertising staff of *Popular Science*. Mr. Sanke formerly was midwestern advertising representative of *Furniture Design & Manufacturing*. Frank J. Byrne Jr., formerly with *Gentlemen's Quarterly*, has been named to the New York sales staff of *Popular Science*.

N.Y. Pioneers Elect Edwards

Phil Edwards, chairman of the board of Broadcast Advertisers Reports, broadcast monitoring company, has been elected president of the New York chapter of Broadcast Pioneers.

McCauley to Weber, Geiger

McCauley Industrial Corp., Dayton, manufacturer of aircraft propellers, has named Weber, Geiger & Kalat, Dayton, as its agency.

REA EXPRESS
AIR EXPRESS
FRAGILE
PRIORITY
AIR EXPRESS
AIR EXPRESS
DIVISION OF REA EXPRESS

This label is your passport to priority on 10,000 flights daily

Ever wonder how the loading crews at the airport handle shipments bearing the red, white, and blue AIR EXPRESS label? Gently — with real kid-glove handling. Fast, too. In fact, of all packages, they're first on, first off. Special AIR EXPRESS trucks (there are 13,000 of them) come and go throughout the day. Their job is to pick up and deliver door-to-door at both ends of the flights. Does this give you any ideas about your own shipping problems? Then call AIR EXPRESS and find out how little it costs to put this skilled shipping team to work for your company. Once you do, you will always think AIR EXPRESS first! Call now.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R E A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

GILBEY'S VODKA

FIRST *Gilbey's vodka will be promoted separately from Gilbey's gin for the first time with this ad which will break in the June 23 Life and follow subsequently in Look, McCall's and The Saturday Evening Post. Newspaper ads will be used, too. Fletcher Richards, Calkins & Holden is the agency.*

Old Order Changeth —Now It's Korvette Opening on 5th Ave.

NEW YORK, June 20—The discount house, once a side-street operation, moves to the class part of town next spring.

That's when E. J. Korvette Inc. reaches Fifth Ave., taking over the eight-story department store premises being vacated by the W. & J. Sloane home furnishings operation after 49 years. Sloane is moving to another Fifth Ave. location.

Thus will Korvette (which started in a small second-floor loft 13 years ago, but now is the country's largest discounter, with a $180,000,000 sales volume) find itself rubbing elbows with Saks Fifth Ave., Lord & Taylor, Rogers Peet, Bonwit Teller and De Pinna.

■ "This will be the first department store on the world's No. 1 shopping avenue operated on the contemporary retailing policy which Korvette has made so prominent," said William Willensky, president.

The new outlet will offer appliances, cameras, toys, sporting goods, records, books, hardware and drugs "at customary low markup." Furniture and carpets (Sloane's main lines) will be sold on two floors of Korvette-Fifth Ave. Charge accounts and time payments (up to three years) will be available. ≠

$200,000 Summer Drink Push Set by Bourbon Institute

For the second year, the Schenley-sponsored Bourbon Institute has launched a national campaign promoting bourbon as a summer drink. Beginning with a four-color page in the June 20 issue of *Look*, the campaign plays up the Schenley aged whisky theme with the headline: "Aged bourbon makes the best of summer drinks."

The $200,000 investment emphasizes point-of-sale promotion. McCann-Erickson, New York, is the agency.

Boston Ad Club Elects

James M. Connolly, vp of John Donnelly & Sons, Boston, has been elected president of the Advertising Club of Boston. Other officers include William Morton, Sheraton Corp. of America, 1st vp; Arthur F. Brown, Reilly, Brown & Tapply, 2nd vp; A. Harvey Cinamon, Hub Mail Advertising Service, secretary; and John J. Canavan Sr., Credit Bureau of Greater Boston, treasurer.

MGM TELESTUDIOS

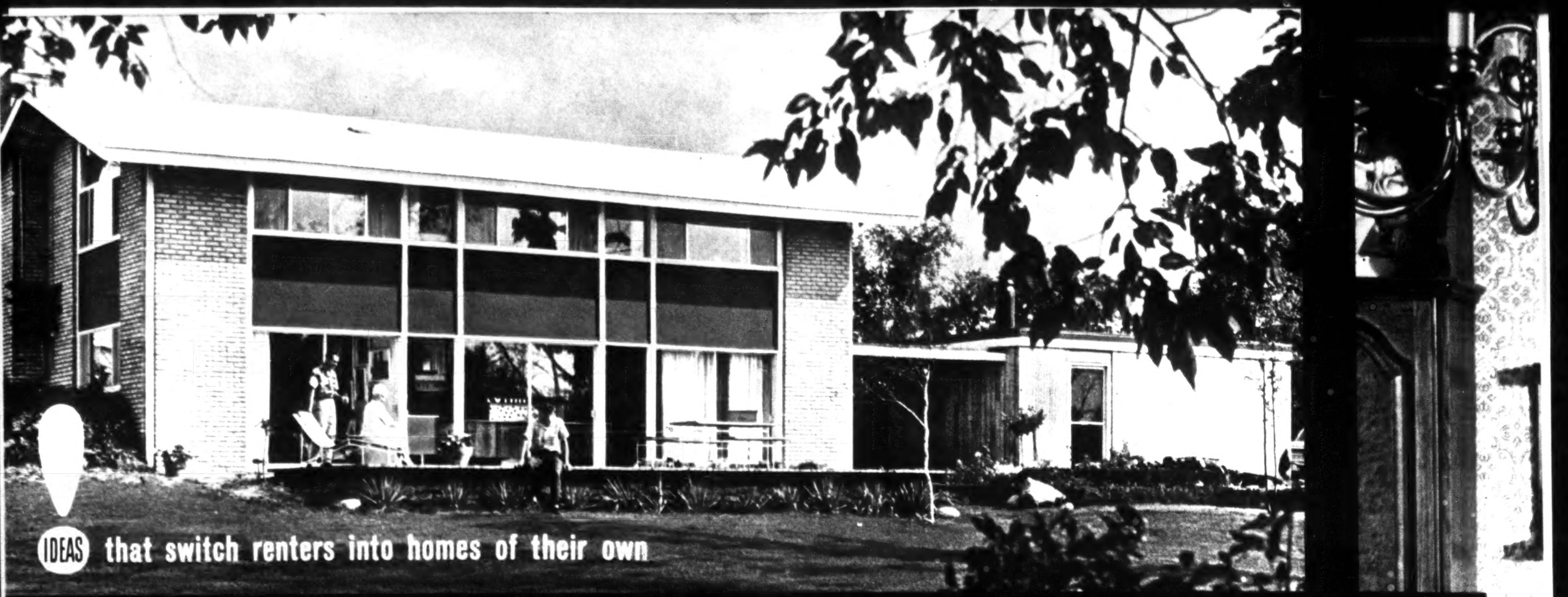
CREATING A NEW IMAGE IN TAPE

The standout image in great picture-making is Metro-Goldwyn-Mayer's Leo the Lion . . . first in motion pictures, television and now *video tape*. All the attractions represented by the vast physical and creative resources of MGM have now been added to the industry's leading video tape organization, Telestudios.

More than ever, you can count on the finest production on tape—with MGM-TELESTUDIOS. Be sure your next commercial is a roaring success—call George Gould and his staff of tape experts.

MGM TELESTUDIOS INC.

1481 Broadway · New York 36 · LOngacre 3-1122



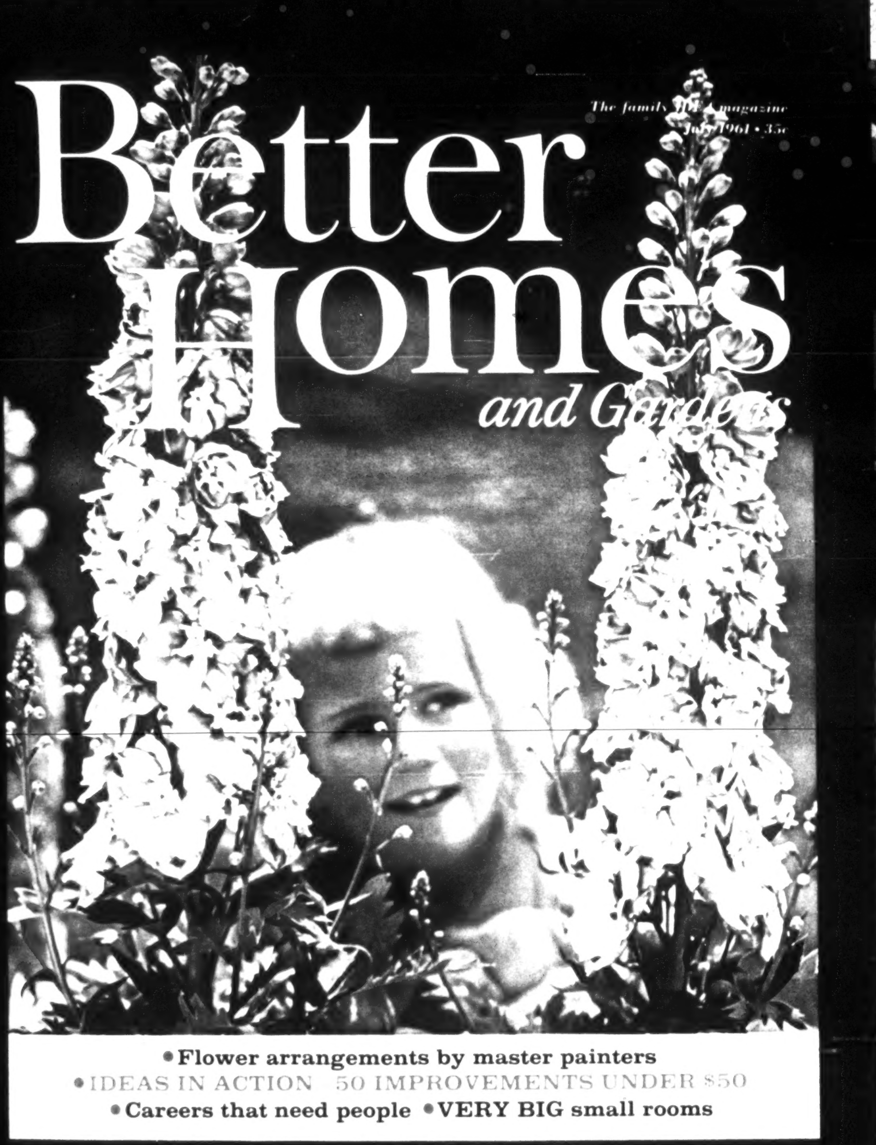
THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering*—all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

Sixteen million men and women—*like that*—turn to the pages of BH&G month after month. Actually, during the year, *a third of America*—the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

Where America shops for IDEAS that make SALES



The family IDEA magazine
July 1961 • 35¢

Better Homes and Gardens

- Flower arrangements by master painters
- IDEAS IN ACTION 50 IMPROVEMENTS UNDER $50
- Careers that need people • VERY BIG small rooms

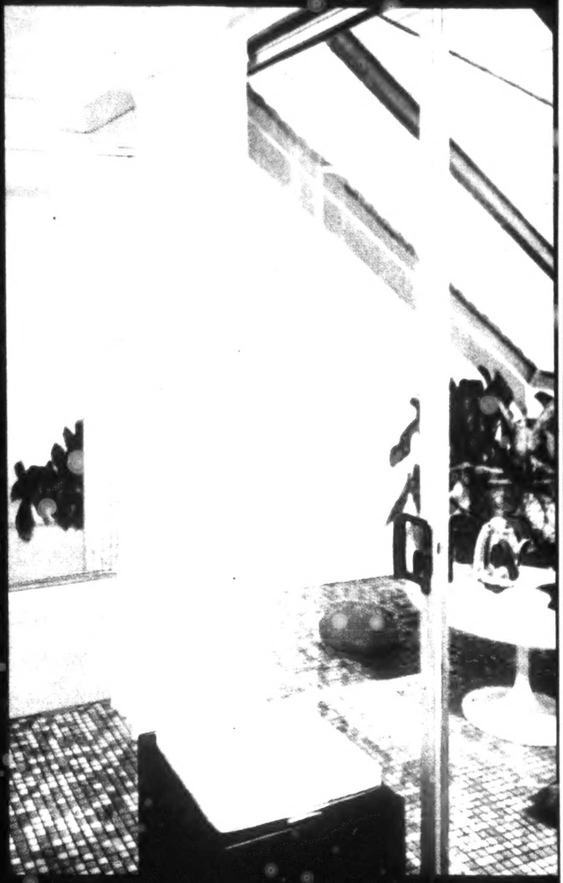
NOW 5 EDITIONS AND OVER 5,250,000 COPIES EVERY MONTH

IDEAS that point the way to a rosy future

IDEAS IN ACTION

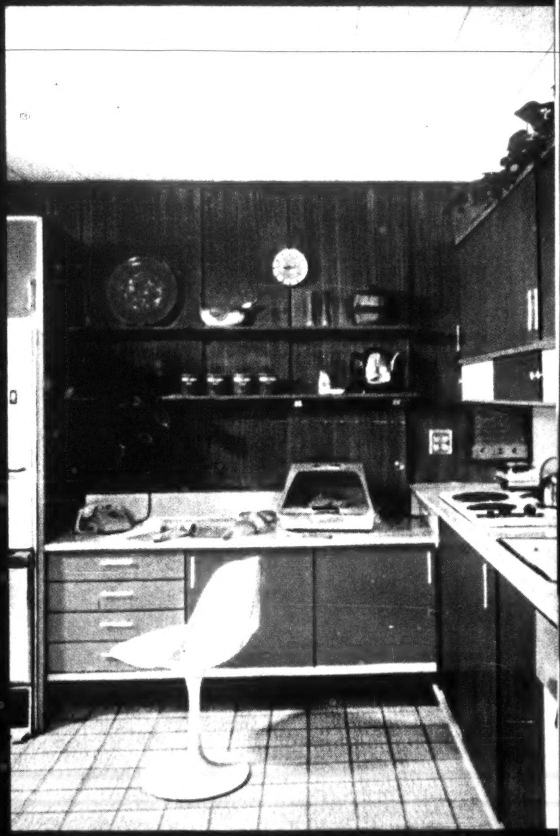
IDEAS
that inspire
picture-pretty
decorating

IDEAS
to help with
tea for ten
or two for tea



Solarium in the bathroom!

The glamorous master bathroom opens to its sun deck through the sliding glass door. The fiberglass roof filters light and gives privacy when closed like this. Or, for full exposure to the sun, this part of the roof glides up on metal tracks.



Colorful niche for appliances!

The efficient work area has one low counter, planned for a mixer and other appliances. Colored drawers and doors are porcelain-enameled hardboard. A sliding panel below the open shelves covers a pass-through to the dining area.

Your best friends will tell you!

Ask any leading adman. He'll tell you that money can't buy better quality work or better service than you always get when you use the services of Century!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Goren Starts Campaign

Goren Packing Co., East Boston, Mass., has initiated the largest ad drive in its history to promote sales of its beef pizzaburgers and pepper beefsteaks throughout the June-to-September cook-out season. Plans include a 13-week spot campaign on WBZ-TV and other Boston stations and a radio drive aimed at teen agers. In-store demonstrations and special bonus stamp offers will also be used. Sackel-Jackson Co., Boston, is the agency.

Diners' Club Buys Simpson

Diners' Club Inc., New York, has purchased Simpson Factors Corp., New York, and two subsidiaries, McMullen Factors and Custom Credit Corp. The three companies, engaged in commercial financing, will be operated under the name Diners' Investment Corp. Diners' Club is also considering the purchase of a mail order merchandising company.

Coming Conventions

*Indicates first listing in this column

JUNE

25-28. National Retail Merchants Assn., annual sales promotion convention, Mount Washington Hotel, Bretton Woods, N. H.

25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

25-30. First Advertising Agency Group, annual conference, Kings Inn, San Diego.

JULY

9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

AUGUST

1-4. Advertising Age Creative Workshop, fourth annual session, Palmer House, Chicago.

18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

SEPTEMBER

8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

*18-19. Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York City.

20-22. International Advertising Assn., fourth international conference, Madrid.

21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

OCTOBER

10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

*12-13. Junior Panel Outdoor Advertising Assn., 11th annual national convention, Sheraton Hotel, Chicago.

12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

15-17. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

15-18. American Assn. of Advertising Agencies, western region convention, Hotel del Coronado, Coronado, Cal.

16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

19-20. Audit Bureau of Circulations annual meeting, Drake Hotel, Chicago.

22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

NOVEMBER

2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

13-15. Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla.

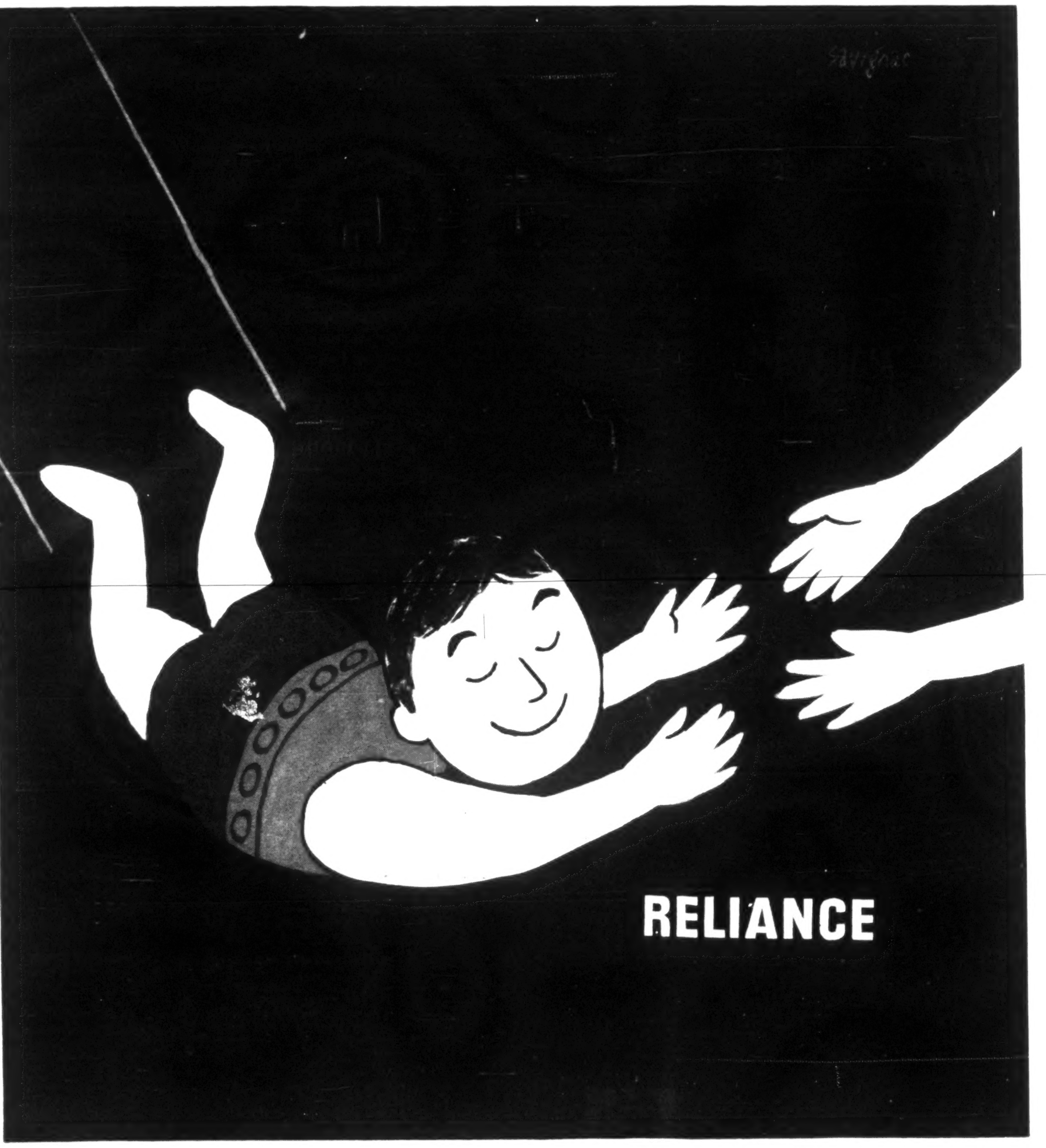
15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

'Evening News' Sets Rates

The *Evening News*, Newburgh, N.Y., a Gannett Co. daily, put a new rate policy into effect June 1, and at the same time raised its agate line charge from 14¢ to 16¢. Styled along continuity-impact-discount and bulk systems, the plan offers (1) discounts ranging from 1% on 1,000 lines to 15% on 200,000 lines run within a year, and (2) from 2% on 50 lines run 12 times within a 13-week cycle to 16% on 2,400 lines run 48 times within 52 weeks. Another Gannett daily, the *Binghamton Press*, has started to accept r.o.p. color on a black-plus-one-color basis, at a flat extra cost of $100.

KOGO Names Edwards, Altman

KOGO, San Diego, has named Wilson Edwards, formerly with the Kenyon Brown radio organization, station manager, a new post. At the same time, Ray Baker resigned from the station as sales manager. KOGO has promoted Uie Altman from its sales staff to local sales manager, a new post.



Greater Philadelphia is housing developments, a great seaport, prosperous industrial areas, suburban shopping centers—all part of one dynamic market.

And Greater Philadelphia is home of The Bulletin—its most widely read, most *relied-upon* newspaper.

Discussing the pros and cons of health insurance, following the fortunes of the Phillies, or exposing voting irregularities, The Bulletin mirrors the changing face of Greater Philadelphia.

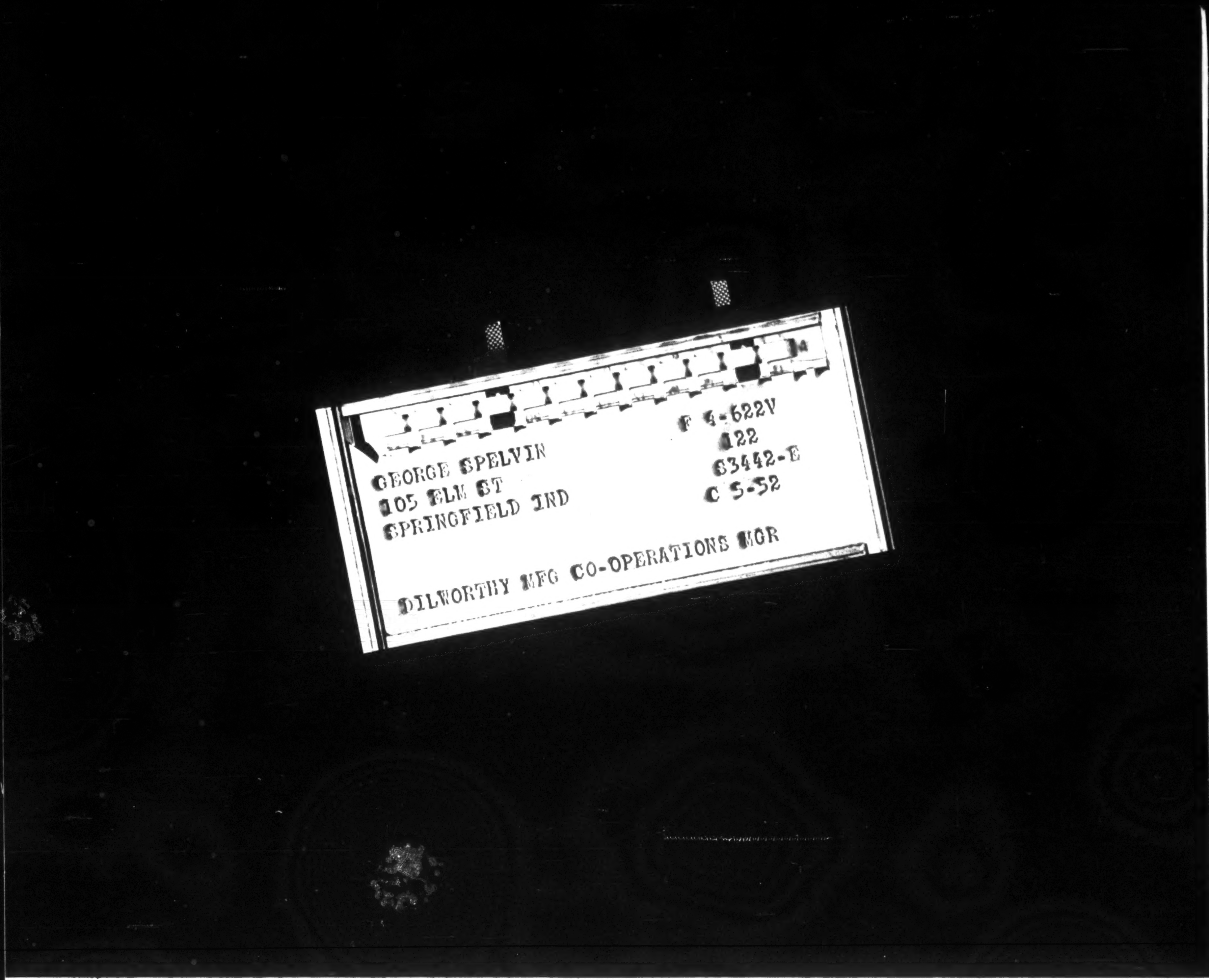
When you buy The Bulletin, you buy Greater Philadelphia's leading newspaper*...

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.

Advertising Offices: New York, Chicago, Detroit, Los Angeles, San Francisco. Florida Resort Office: The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN


GEORGE SPELVIN
105 ELM ST
SPRINGFIELD IND
F 4-622V
122
63442-E
C 5-52
DILWORTHY MFG CO-OPERATIONS MGR

What's so precious about a FACTORY subscriber?

Why are 72,000 of the men who manage plant operations worth so much to you? Simply this: Their unceasing pursuit of the ideas and equipment and techniques that enable them to run plants better. And their unrelenting pressure to apply them, to innovate, change, modernize . . . to produce best at lowest cost.

FACTORY's editors, serving these men exclusively, almost satisfy their needs. Yes, *almost* . . . the rest is up to the enterprising advertiser. To *you*.

FACTORY

A McGraw-Hill Publication • 330 West 42nd Street • New York 36

. . . TO REACH MORE OF THE MEN WHO MANAGE PLANT OPERATIONS, AT LOWER COST, THAN ANY OTHER BUSINESSPAPER.

Promoters Ready $1,000,000-Plus Push for '62 Seattle World's Fair

SEATTLE, June 20—More than $1,000,000 will be poured into advertising, publicity and other promotion for Century 21, the Seattle World's Fair, during the next 16 months. Funds will come from three sources and will be handled by two advertising agencies (AA, June 12).

Orders for media have not yet been placed, but decisions made in the past week that set up state funds for promotion are expected to result in magazine advertising beginning in the fall.

Century 21 will open April 21, 1962, and run for six months. Attendance is estimated at between 7,500,000 and 10,000,000. Those working on the exposition indicate that one of the major efforts will be to build attendance in the early and late parts of the 180-day run, rather than just in the summer peak.

■ The three sources of funds which will be used for C-21 promotion:

1. Washington State Commission on the Century 21 Exposition, a state agency which has been active from the very beginning in setting up the world's fair and providing state funds for major construction, is expected to spend up to $600,000 on advertising and promotion. So far the commission has authorized expenditure of $400,000 for media and $90,000 for printed materials. These funds come from a special appropriation voted by the 1961 legislature.

The commission's advertising will be handled through the Washington state department of commerce and economic development and its agency, How. J. Ryan & Son, Seattle.

2. State tourist advertising will be enlarged to provide approximately $300,000 in the next 16 months, and major emphasis will be placed in out-of-state tourist advertising on Century 21. This advertising is also handled through the state department of commerce and economic development and the Ryan agency. Information developed through the years on where tourists for Washington State originate and what media produce best results in tourist promotion will be used in developing the advertising program for the state commission on the Century 21 exposition.

3. Century 21 Corp., the operating agency that is putting on the fair, will spend approximately $225,000 on media and $500,000 on promotions and promotional material. This activity will be directed mainly for use during the six months that the fair is open and will be pointed toward specific events and exhibitions that can be used to build traffic in the fair. The agency for Century 21 Corp. is Kraft, Smith & Ehrig.

■ Beyond the direct promotion for Century 21, however, members of the exposition staff indicate that an important factor in advertising will be the support given to C-21 by various companies in the Pacific Northwest and the West by including C-21 in their own promotion.

As an example, Jay Rockey, director of Century 21 public relations, cited a recent spread by the *Seattle Times* in ADVERTISING AGE with the headline, "Century 21, first spage-age world fair."

Mr. Rockey told AA: "The greatest promotion we'll get will be by major advertisers who use us as a theme or drop-in. If you ask in what area we are counting on most to tell our story, I would say it is in the advertising, promotion and publicity of companies that are exhibiting in the fair and of other advertisers in the West."

McFarland
Lyte
Rockey

XXI—*Discussing plans for the promotion of Century 21 are Bill McFarland, information manager; Bob Lyte, promotion manager; and Jay Rockey, director of public relations.*

The space-age fair and its dramatic 500-foot high "space needle," which has an observatory and restaurant at the top, have application throughout advertising media, Mr. Rockey said. Already it is being used, he said, in outdoor, magazine and tv promotion, as well as business papers. Now a number of food manufacturers are using the theme as counter and display backdrops in food stores. Among manufacturers using the C-21 theme are Nalley's, Bar-S meats, Carnation, and Fisher Flouring Mills Co.

■ In developing advertising and promotion, the Century 21 staff employed Economics Research Associates, Los Angeles, to block out the potential market. This

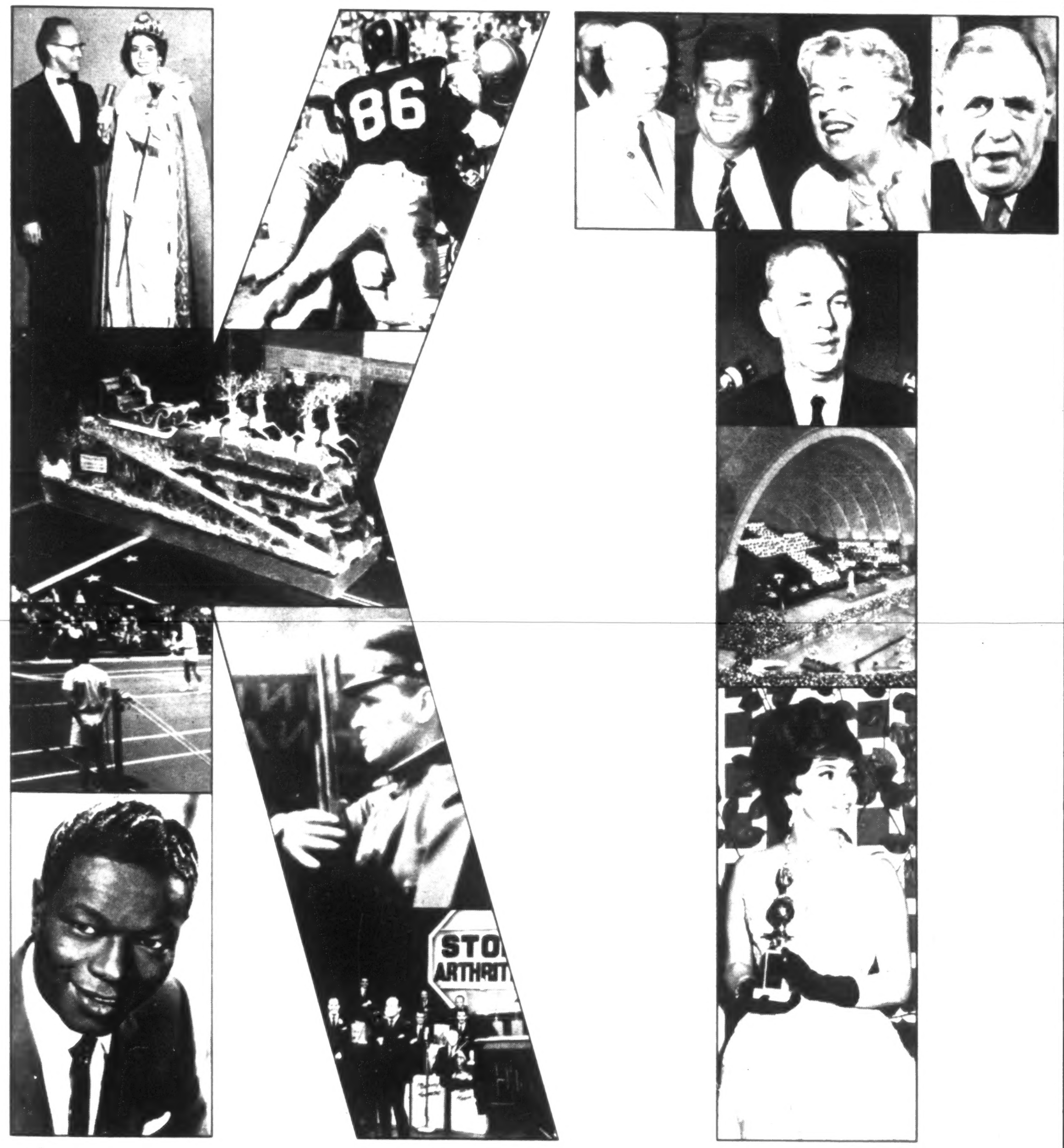
● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!

Ask for Bulletin 59

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p —$25.00. Send for your copy today!

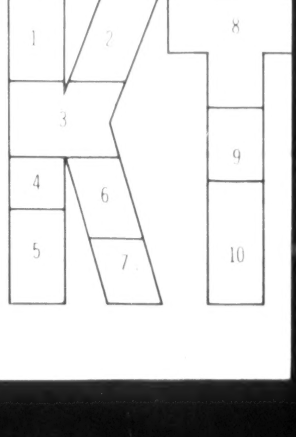
BACON'S CLIPPING BUREAU
14 E Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419



A VERY "SPECIAL" STATION IN LOS ANGELES

On this spread are twenty answers. Twenty answers to a knotty question: which station to use, in seven-channel Los Angeles? These are twenty special, extraordinary programs on KTTV in recent months. There were many more. You can't buy these programs. But you can buy what they generate: an attentive, above-average audience which gets more memorable television per second out of KTTV. That's the kind of station your spots, as well as your specials, should be on.

KTTV · TIMES-MIRROR BROADCASTING COMPANY, 5746 Sunset Boulevard, Los Angeles 28, California



study shows that California will be the largest source of out-of-state visitors and should supply 14% of the total attendance at the fair. Washington state itself, the study estimates, will originate 43% of attendance, and neighboring Oregon and British Columbia, each 10%.

Persons east of the Rockies are expected to constitute 9% of attendance.

In income levels, it is anticipated that 75% of visitors will have family earnings of more than $6,000, and slightly more than 30% will have family earnings in excess of $10,000 a year.

■ Promotion staff for Century 21 is headed by Mr Rockey, for four years manager of public relations of Aluminum Co. of America, New York. Promotion manager is Robert Lyte, formerly handling promotion for WWL-TV, New Orleans, WLBW-TV, Miami, *Tacoma News Tribune* and KTNT, Tacoma.

B. J. McFarland, formerly Arizona manager of United Press International, is assistant director of public relations in charge of information. Louis Larsen, formerly with the Automobile Assn. of America, is manager of advance ticket sales.

Otto Brandt, general manager of KING stations, is chairman of the C-21 public relations committee. General Public Relations, New York, is employed on national publicity.#

Lampe Joins Levyne Agency

John H. Lampe has been named vp of S. A. Levyne Co., Baltimore. Coming with him to the Levyne agency are accounts including Pepsi-Cola Bottling Cos. of Baltimore, Annapolis and Salisbury, Md.; Suburban Club Carbonated Beverage Co., Baltimore; Booth Bottling Co., Philadelphia; and Maryland Tobacco Growers Assn. and Carey Clothing Co., both of Baltimore. The accounts bill about $500,000. Mr. Lampe formerly had his own agency, Lampe & Kuff Advertising Co., Baltimore, which was founded by his late father in 1927.

Chicago Financial Admen Elect

Robert H. O'Toole, vp of Pullman Trust & Savings Bank, has been elected president of the Chicago Financial Advertisers. Other officers include Stephen B. Clark, Lake View Trust & Savings Bank, vp; William G. Lee, Bell Savings & Loan Assn., secretary; and Ronald K. Vetterick, Central National Bank in Chicago, treasurer.

General Mills Launches Push

General Mills, Minneapolis, will use newspapers, radio and television to announce that its Gold Medal flour can be used in all baking without sifting and without altering existing recipes. Advertising will include newspapers and network and spot tv and radio. Dancer-Fitzgerald-Sample is the agency.

O'Keefe & Merritt, C&W Split

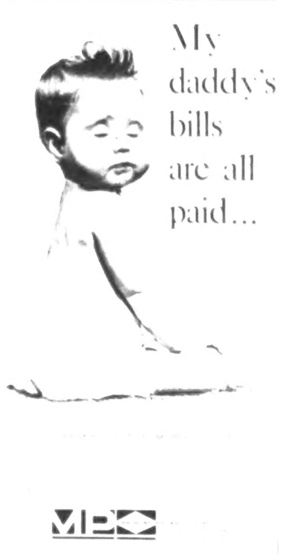
O'Keefe & Merritt, Los Angeles appliance maker, has terminated its relationship with Cunningham & Walsh. George S. Condos, merchandising head of the $150,000 account, said his company is open to presentations from interested agencies, provided contact is by letter.

WAWA Start Set for July

WAWA, Elm Grove, Wis., the Milwaukee area's newest am radio station, expects to start broadcasting early in July, on a sunrise-to-sunset schedule. Neil Searles is general manager of the station, which is owned by Suburban Aire Inc.

Swanson Joins WLW

Bob Swanson, formerly an account executive in the local sales department of WBBM, Chicago radio station, has joined the Chicago sales office of WLW, Cincinnati radio station, and Crosley Broadcasting Corp.


My daddy's bills are all paid...
MP

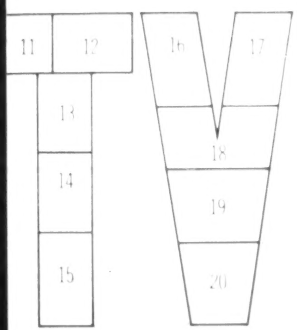
SMALL TALK—*Morris Plan of Cedar Rapids is running a series of six newspaper ads like this to explain its loan service. Francis C. Gillon, ad consultant, did the basic layout, headlines and copy. Finished art, pasteup, etc. was done by Ambro Advertising Agency.*

N. Y. State Spends $366,000

New York State's expenditures for tourism promotion advertising in 1961 will be $366,000, Keith S. McHugh, state commerce commissioner, said. This year's promotion budget of $690,000, which also includes $210,000 for printing and distributing booklets and folders, is nearly 30% bigger than the amount spent in 1958, and 78% more than in 1952. Batten, Barton, Durstine & Osborn, New York, is the agency for the state commerce department.

'Instant News' on NBC Radio

NBC Radio, New York, will introduce "Instant News," a series of news specials produced and aired when significant stories break. The package is being offered for sponsorship to a single advertiser at the regular card rate. The network expects to do about 20 to 25 specials per year, with each show varying in length from 25 to 55 minutes.



1 70 nations around the world send gorgeous delegates to the International Beauty Congress, two-week festival of pulchritude exclusively on KTTV. Inquire **now** for 1962 availabilities!

2 Top intersectional football clashes between nation's best college squads and USC and UCLA give KTTV autumn excitement.

3 Santa Claus comes to town—even in Hollywood. KTTV covers seasonal splendor of Santa Claus Lane Parade as well as five other major community parades during the year.

4 Jack Kramer's touring tennis greats, including Pancho Gonzales and Barry McKay, display their top form before KTTV cameras.

5 Nat King Cole takes viewers on European tour in hour "special." KTTV was one of 60 stations chosen as members of "fourth network."

6 "Life in Moscow" revealed on "women's special" as Ben Hunter expands his KTTV daytime show to two hours for occasion.

7 Six years of telethons on KTTV have raised nearly a million dollars for the Arthritis and Rheumatism Foundation of Southern California. In other public service projects, KTTV annually telecasts such events as the George Putnam Youth Awards and the "television pep meeting" for Heart Fund volunteers; did a special show this year on Community Chest Awards to notable workers.

8 Los Angeles viewers have recently seen these and other important and controversial world figures in special programs, some produced on film or tape, many originated live by KTTV.

9 A KTTV tradition—Easter Sunrise Services from Hollywood Bowl. Another regular event, telecast from Salt Lake City, is Mormon Church Conference, with 275-voice Tabernacle Choir.

10 Gina Lollobrigida and 60 other famous movie stars titillated KTTV viewers on exclusive telecast of Golden Globe awards.

11 Tense and thrilling moments as top golfers vie for big prizes at the Los Angeles Open. KTTV covered for more than 10 hours.

12 Gala society event, "Headdress Ball," features Southern California social and cultural leaders in glittering charity fashion show.

13 "Project: Man in Space" features exclusive Russian footage on Soviet space program. Another instance where KTTV was selected as Los Angeles component of "fourth network."

14 For fourth straight year KTTV presents exclusive telecasts of the Los Angeles Dodger games. Expert camera crews and direction have made KTTV first choice to feed games to St. Louis, Cincinnati, San Francisco stations.

15 Five channels cover the Rose Parade New Year's Day, but KTTV regularly sweeps the field—twice as many viewers as closest competitor.

16 SC-UCLA live basketball, track and baseball is part of KTTV's powerful year-round Sports Special—most comprehensive local sports coverage done by any Los Angeles channel.

17 The TV debut of Ray Conniff's "Concert in Stereo" was accomplished by a 4-camera, 12-microphone telecast videotaped at Pasadena Civic Auditorium.

18 Authoritative forecast of Southern California business prospects by financial authorities received prime time KTTV release.

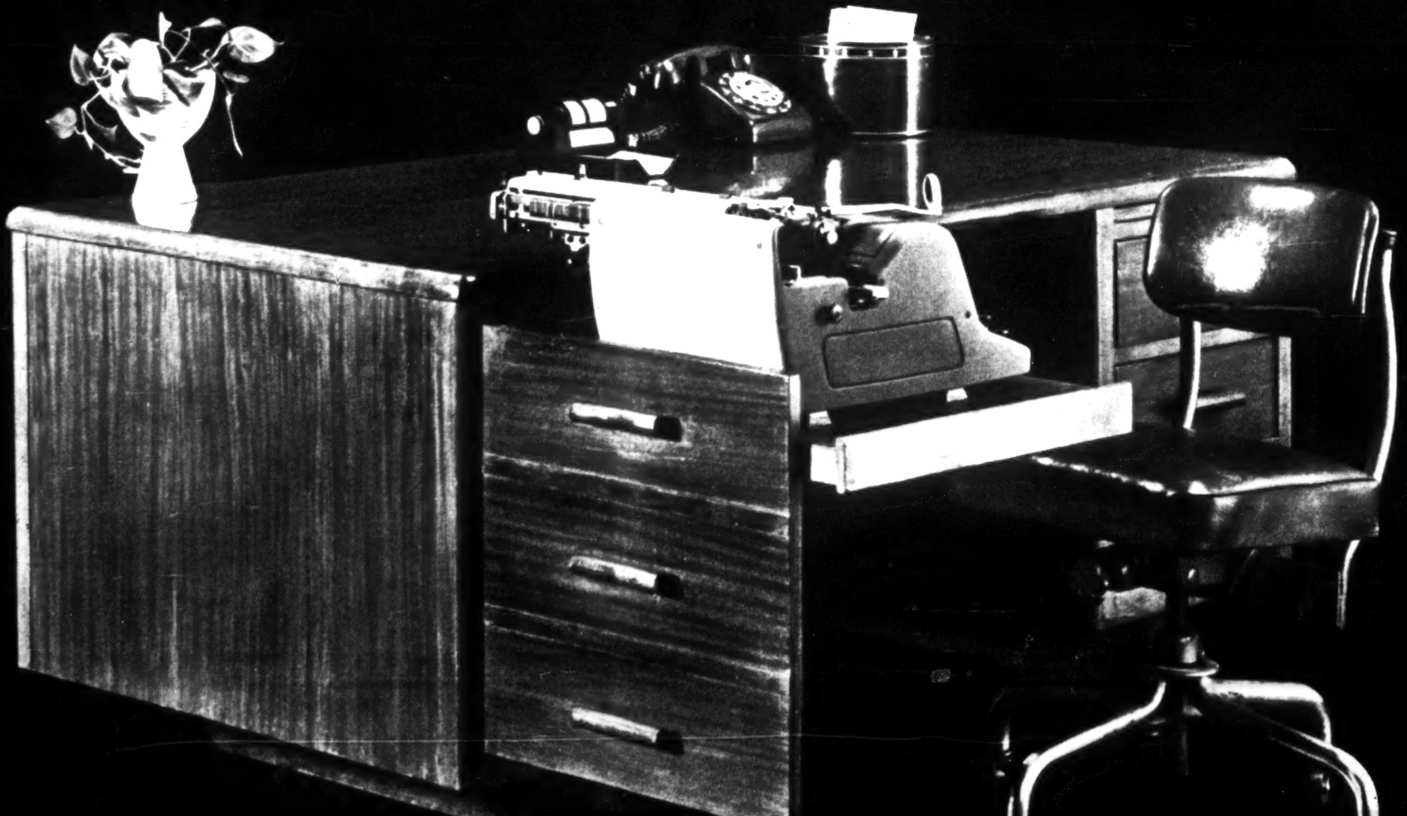
19 Road Races from Los Angeles County Fairgrounds deliver spills and chills to big KTTV audience. Prime time hour of film highlights of Indianapolis "500" is additional racing special this year.

20 "Castro, Cuba & Communism," powerful documentary study of Cuban crises, seen on West Coast for first time on KTTV.

"...one human life is worth considerably more than 2077 bottles"

This union protest, comparing the employee safety factor with the damage reduction claims made for a new-type box car coupling, takes its place beside other management-level labor news reported fully in Traffic World, the weekly newsmagazine of transportation management.

Three Fifths of Chicago's Working Women are Absent



Ask any seller of women's fashions or cosmetics. Chicago's working women are good spenders. They're good newspaper readers, too — more than 3 out of 4 read a newspaper yesterday. Yet your advertising *completely overlooks* from 60.9 to 78.9%*—over three fifths—of the working women when you use *just one* Chicago daily newspaper.

It's clearer now than ever before. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, from 23 to 53 more *working women* readers per dollar than any other 2-paper combination.

"Chicago NOW"

*"Chicago NOW," the report on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures—plus some important new ideas—about selling Chicago. If you don't already have a copy, contact your Sun-Times and Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

**Based on 1000 line B/W ad*

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO: Sawyer-Ferguson-Walker Co.

Copyright, 1961, Field Enterprises, Inc.

USING HIS BEAN—*Robert Sindorf, copywriter of Aubrey, Finlay, Marley & Hodgson, Chicago, samples his reward—10 lbs. of coffee—for submitting the winning entry in a contest to name the agency's new employe publication: "AFterMatH." The prize was deemed appropriate because tongue-in-cheek rules noted: "Please, no thinking about this on company time—coffee breaks only."*

Consumer Likes to Buy from Direct Seller, BBDO Finds

CHICAGO, June 20—Most consumers like buying from a door-to-door salesman, because of its convenience, according to pilot surveys by Batten, Barton, Durstine & Osborn, New York.

But there is some unfavorable reaction, especially from men, who feel that buying from a direct seller is a "lazy way out," according to Elizabeth Richards, manager of BBDO's copy research division.

She told the 47th annual convention of the National Assn. of Direct Selling Companies that a national advertising program, undertaken by all the companies, would be one method of eliminating the unfavorable reaction.

She also suggested a public relations program by individual companies, and "a concerted personal effort on the part of each individual direct salesman and woman."

■ Another speaker, Amy Vanderbilt, newspaper columnist and writer on etiquette, said direct salesmen stand out in bright contrast to store sales people. "The average store sales person is either passive or actually apathetic when a customer—obviously conditioned to buy by the mere fact of his entrance into the store—approaches," she said.

"With automation, increasingly impersonalized selling," she said, "the direct sales person has a real chance to sell on the basis of the customer's needs—to offer personal, courteous service, right to the door."

■ J. M. George, president of the association, said the trend toward suburban living has brightened the outlook for direct sales. He said the ease of in-home buying, compared with shopping in crowded cities with their traffic and parking problems, has helped boost sales for the industry. ≠

Daimler in Mexican TV Push

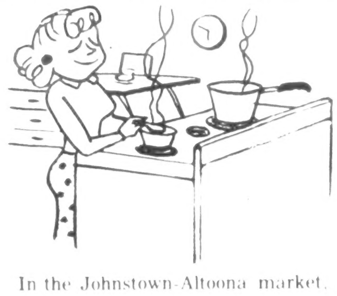
Daimler-Benz Co. will advertise Mercedes Benz and DKW cars in Mexico on a series of nightly 15-minute tv newscasts on Channel 2 in Mexico City and in nine interior markets as well as on a class AA time one-hour show Sunday evenings. Noble Advertising, Mexico City, is the agency.

Pake to Maurice Mullay

Alan G. Pake, formerly a senior copywriter and copy supervisor of Campbell-Ewald Co., Detroit, has joined Maurice Mullay Inc., Columbus, O., as copy director.

What they see on WJAC-TV

THEY BUY!



In the Johnstown-Altoona market, the "hot" one is WJAC-TV! Happy sponsors say that WJAC-TV sells everything, and in large quantities, at that. It's easy to see why this is true. Both ARB and Nielsen rate WJAC-TV tops, month after month. And the people who watch WJAC-TV are people who buy. Why don't you cook up a great sales story by advertising your product on WJAC-TV?

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

House Unit Told FCC Scans New CBS Affiliates Contract

WASHINGTON, June 21—The chief of the broadcast bureau of the Federal Communications Commission told congressional investigators last week that "in some respects, the new CBS-TV affiliation contract would be more compelling than option time itself."

The comment was offered by Broadcast Bureau Chief Kenneth Cox, after FCC Chairman Newton Minow told the House anti-trust subcommittee that the commission's staff is looking into the CBS contract as well as the compensation arrangements which other networks have with affiliates.

Chairman Minow's testimony was the first official confirmation that the commission's staff is concerned about the CBS contract, which offers a 60% rate for every program which affiliates carry in excess of 60% of the network schedule. In addition to the CBS contract, the staff is also studying non-standard compensation arrangements which other networks have with certain of their affiliates (AA, May 22).

■ Under questioning by Committee Counsel Herbert Maletz, Chairman Minow promised to look into charges that some multiple owners have been getting more favorable compensation arrangements from networks than owners of individual stations. The FCC chairman said he would also "call the commission's attention" to a recommendation by the anti-trust committee four years ago that FCC make all the affiliation contracts public.

In his testimony on affiliation arrangements, Chairman Minow said the purpose of the current staff studies is "to ascertain whether unduly restrictive measures are being devised to discourage affiliated stations from carrying programs of more than one network or of non-network suppliers."

■ Rep. Emanuel Celler (D., N. Y.), the committee chairman, suggested the new CBS contract might be a device to get around any ban on option time arrangements which FCC may adopt in the near future. After expressing his belief that the CBS contract is even more compelling than option time, Mr. Cox pointed out stations would suffer "substantial financial loss" any time they rejected a network program. Rep. Celler said the CBS plan looked like "full line forcing," to "sort of force them to take the full line."

■ FCC officials were called before the anti-trust committee for a progress report on a long list of suggestions which had been made by Rep. Celler four years ago after an extensive investigation of networks. Chairman Minow assured the congressmen the commission's new leadership is actively studying all of the recommendations which are still awaiting action.

His appearance before the anti-trust committee climaxed a busy week on Capitol Hill for the FCC chairman, including:

1. A struggle to get congressional approval for legislation letting FCC streamline its procedures. With the House shouting down a Presidential reorganization plan to give Mr. Minow more power to parcel our assignments to FCC personnel, the chairman testified before the House interstate commerce committee in favor of H.R. 7333, the Harris Bill, covering most of the less controversial portions of the Presidential reorganization plan.

2. A budget hearing. Before the Senate appropriations committee, he had a generally easy time, assuring committee members that his plea for improved programming would not result in any FCC effort to "censor" the material that is on the air. #

Eddy, Trux Named for New Du Pont, Bell & Howell Unit

George A. Eddy has been named director of amateur film operations and John H. Trux manager of amateur film merchandising for a new Du Pont-Bell & Howell film program. Mr. Eddy was director of sales of B&H's photo products division. Mr. Trux was sales promotion manager of the company.

The Du Pont-Bell & Howell film will be produced by Du Pont and marketed by Bell & Howell. Distribution is expected to begin early next year.

O'Rourke Adds Two; Names Johnson in New Unit

Sterling Finance Co. and Heritage Enterprises have named John O'Rourke Advertising, San Francisco, to handle advertising. Heritage plans to franchise a chain of paint and wallpaper stores.

O'Rourke has also opened a new department specializing in real estate, financial and insurance advertising and public relations. Pen Johnson, who has been with J. Walter Thompson Co. and Grant Advertising, will head the department.

'Sun-Times' Boosts Henderson

Robert C. Henderson has been named to the new post of eastern sales manager in the New York office of the *Chicago Sun-Times* and *Daily News*. He formerly was sales manager for display advertising of the two dailies.

Ray Oil Burner Names Allen

Ray Oil Burner Co., San Francisco, has appointed Allen, de St. Maurice & Spitz, San Francisco, as its new agency. L. C. Cole Co., San Francisco, is the previous agency of record.

'Courier-Journal' and 'Times' Promotes Bingham, Ethridge

The *Louisville Courier-Journal* and *Times* and Louisville Times Co. have appointed Barry Bingham publisher. He continues as editor of the two newspapers and as president of the corporation.

At the same time, Mark F. Ethridge, publisher for the past 19 years, was elected chairman of the board. Lisle Baker, general manager for the same period, was elected exec vp.

Fleming Buys 'Southwest Advertising'; Names Miranda

Fleming Enterprises, Dallas, has purchased *Southwest Advertising & Marketing* from Associated Publishers, Dallas.

At the same time, Fleming has appointed M. Stephens Miranda a vp and general manager of *Southwest Advertising & Marketing*. Mr. Miranda was formerly director of public relations and advertising of Dresser Industries, Dallas.

Available Now

Unusual Rental Offering

FILM, PHOTO or RECORDING STUDIO SPACE

Near North Side Prestige Location
Within Walking Distance of
Chicago's "Loop."

56 E. Superior St.

- Ground Floor
- 15 Foot Ceiling Studio
- 7 Executive Offices
- Private Truck Entrance
- 8,325 Square Feet
- Convenient to Public Transportation & expressways

—located in—
Advertising Age's Advertising Center

Call Mr. Linder
WHitehall 4-7373

Browne & Storch
Managing Agents
919 North Michigan Ave.

EDITORIAL EXCELL
MARK OF A NEWSP

THE SEATTLE TIMES HAS EARNED
THAT MARK---AGAIN AND AGAIN

Here is the latest evidence to show that The Times leads the field in the quality of writing and photography that makes a newspaper great.

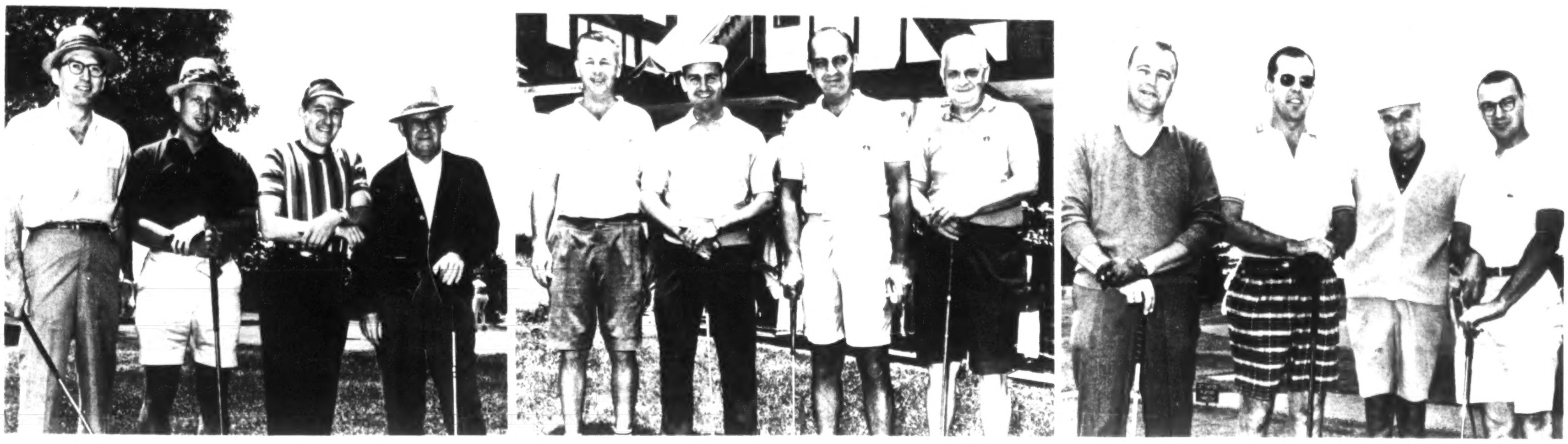
In the 1961 writing and photography awards contest for the state of Washington, a total of 14 Times staff members were awarded prizes.

Their accomplishments covered every aspect of journalism. Their merit was recognized by the contest sponsors – the University of Washington School of Communications and the Seattle chapter of Sigma Delta Chi.

Every day, The Times covers the news in words and pictures – completely, interestingly, with integrity and thoroughness.

What does this mean to an advertiser?

Simply this: People who read The Times, believe in it. They act upon what it suggests to them in advertising.



Shine Riemenschnider Alexander Manning Elsin Strathern Goyert Savage Young Snedecor Dau Wilson

CINCIAMA GOLF OUTING—*The annual Cinciama golf outing was held at the Kenwood Country Club in Cincinnati on June 16. The outing, originated in the mid-1930s by media representatives of the area as a means of hosting advertisers and agency men, takes its name from the words Cincinnati, advertiser, agency and magazine. On the links this year were Henry Shine and John Manning, Kircher, Helton & Collett, Dayton; Bob Riemenschnider, Look, Cleveland; Jack Alexander, Formica, Cincinnati; Bill Elsin, McGregor division, Brunswick Corp., Cincinnati; Jim Strathern, Ladies' Home Journal, Cleveland; Phil Goyert, Farson, Huff & Northlich, Cincinnati; Bill Savage, Wm. Savage & Co., Cincinnati; Gordon Young and Hank Wilson, Procter & Gamble, Cincinnati; Jim Snedecor, Sports Illustrated, Cleveland; Ray Dau, Dancer-Fitzgerald-Sample, New York.*

American Dairy Assn. Adopts New Symbol

The American Dairy Assn., Chicago, has adopted a new symbol to be used as part of its signature in advertising and other printed material. It is made up of three parts.

The background symbol of the sun suggests warmth and friendliness, and the fact that dairy products come from nature. The second part, a stylized classic figure of a woman, suggests the antiquity of the industry and an impression of quality and reliability. The third part is a drop of milk which also forms a pitcher. This is the first time the ADA has had an official registered trademark.

Film Festival Showing Set

About 50 U.S. and Canadian tv commercials, selected as winners, runners-up and "hall of fame classics" in the 1961 American TV Commercials Festival, will be shown at 6:30 p.m. June 27 in the Sheraton-Chicago Hotel. The showing is sponsored by the Chicago Copywriters Club, Art Directors Club of Chicago and the Chicago Agency Broadcast Producers Workshop.

ENCE IS THE REAL
APER'S GREATNESS

FIRST PLACE WINNERS:

DOROTHY BRANT BRAZIER
women's editor
Women's Columns

VIC CONDIOTTY
staff photographer
Daily News Photos

DON DUNCAN
staff reporter
Investigative Reporting Team

STANTON H. PATTY
staff reporter
Investigative Reporting Team

JOHN J. REDDIN
columnist
Daily and Weekly Columns

ROY SCULLY
staff photographer
Daily Portrait Photos

PAUL THOMAS
staff photographer
Daily Photo Story

MARSHALL WILSON
staff reporter
Investigative Reporting Team

HY ZIMMERMAN
sports writer
Daily Sports News Coverage

OTHER WINNERS:

ROBERT A. BARR
staff reporter
Daily News

RON DE ROSA
staff photographer
Daily Sports, Feature and Portrait Photos

BYRON JOHNSRUD
education editor
Public Service

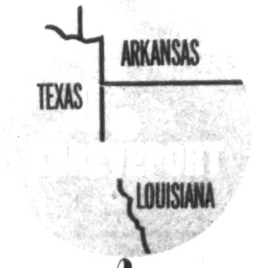
BILL PROCHNAU
sports writer
Daily Sports Writing

JOSEF SCAYLEA
chief photographer
Daily Portrait & Feature Photos

The Seattle Times

Represented by O'Mara & Ormsbee, Inc., New York, Detroit, Chicago, Los Angeles, San Francisco

KSLA-TV



HARRINGTON, RIGHTER & PARSONS, INC.,
national representatives

Did you see something move

It sure did.

Namely, the ABC-TV program line-up. It moved to WITI-TV, new Milwaukee affiliate of the ABC Television Network. With the most resounding results.

The last ARB rating* *before* the switch gave WITI-TV a third-place 29.0 share of audience. The first ARB rating* *after* the switch gave WITI-TV a first-place share of 40.0. On our abacus that's a 38% move—up.

in Milwaukee on April 2?

It should surprise no one. Milwaukee is but the latest of such happy trendings: as in Portland, Ore., Seattle-Tacoma, Salt Lake City, Boston—where, following the move to ABC-TV, average evening audience shares soared as much as 52%.

If you can't beat 'em, someone said, join 'em.

ABC Television

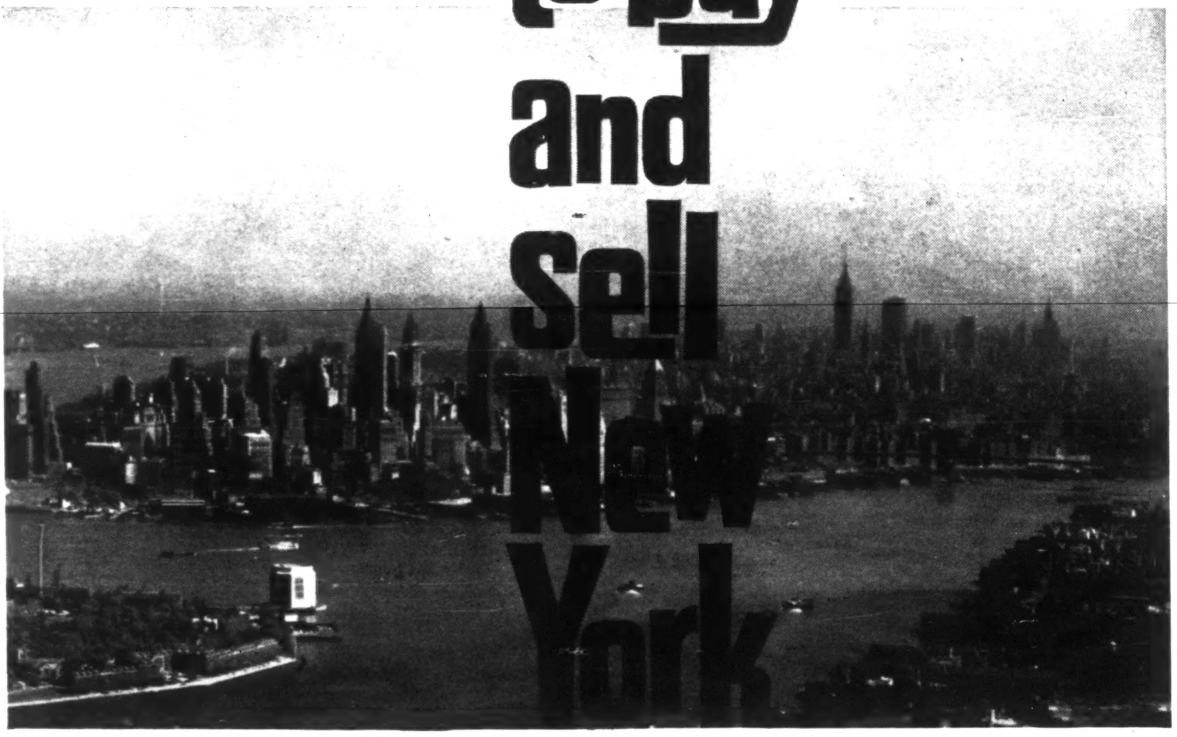
*Source: ARB, Network share of audience. Feb. 16—March 15, 1961 vs. April 19—May 16, 1961. Sunday through Saturday 6:30-10:00 PM.

BETTER FARMING METHODS
Established Magazine for Agricultural Change—founded 1928
- Serves the Farm Market's Adoption Leaders
Established Readership . . . Starch Proved
Qualified Circulation of 50,000 . . . BPA Audited
(25,000 high-income farmers plus 25,000 professional ag leaders)
- Expanding Jan. 1, 1962 to 75,000 circulation
50,000 high-income, influential farmers plus 25,000 ag leaders
- One of the 8 Tested Watt Publications
BETTER FARMING METHODS
BPA
Watt Publishing Co. Mount Morris, Ill.
NEW YORK CULLMAN, ALABAMA REDLANDS, CALIFORNIA

New from the Quaker Oats Company—
The most advanced facilities for pet nutrition in the world
KEN-L-PRODUCTS
PUSS 'n BOOTS

DOG'S LIFE—*Puss 'n Boots division of Quaker Oats Co., Chicago, is running this four-color spread in veterinary magazines to announce the new Quaker Dog & Cat Kennels for Nutritional Research. The research center is exploring, among other things, nutritional differences in dog and cat diets. Lynn Baker Inc., New York, is the agency.*

how to buy and sell New York



Frankly, it's easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSland, the mammoth market reached by Radio WINS.
And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It's as simple (and profitable) as that.

1010 WINS NEW YORK

Nationally Represented by The Katz Agency or call WINS, JU 2-7000

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

FCC May O.K. 13 New Radio Stations on Clear Channels

WASHINGTON, June 20—The Federal Communications Commission inched toward a final action in the 16-year-old clear channel case, with the announcement last week that new standard radio stations may be authorized on 13 of the 25 frequencies currently occupied by clear channel standard radio stations.

In a next-to-final move in the case, FCC said its staff has been instructed to prepare a decision authorizing new Class II unlimited time stations to operate in selected unserved areas sharing frequencies now assigned exclusively to WMAQ, Chicago; WGN, Chicago; WSB, Atlanta; WJR, Detroit; WBBM, Chicago; WCBS, New York; WLS, Chicago; KDKA, Pittsburgh; WBZ, Boston; KYW, Cleveland; KMOX, St. Louis; WHAM, Rochester; and WCAU, Philadelphia.

Announcement of the instruction does not constitute a commission decision, but it indicates the commission's probable line of action.

■ Under the new plan, different from a 1958 plan (AA, April 21, '58), the following additional service is visualized: 670kc (WMAQ), a Class II station in Idaho; 720kc (WGN), new station in Nevada or Idaho; 750kc (WSB), Class II station in Anchorage, Alaska; 760kc (WJR), an additional service in San Diego; 780 kc (WBBM), new station for Nevada; 880kc (WCBS), Class II station for the Dakotas or Nebraska; 890kc (WLS), Utah; 1020kc (KDKA), New Mexico; 1030kc (WBZ), Wyoming; 1100kc (KYW), Colorado; 1120kc (KMOX), California or Oregon; 1180kc (WHAM), Montana; and 1210kc (WCAU), Kansas, Nebraska or Oklahoma. #

Bofingers Form Own Agency

Charles F. Bofinger Advertising, a new agency, has been organized with headquarters at Wyncote House, Wyncote, Pa. The principals are Charles F. Bofinger, president, who formerly was a vp of Petrik & Stephenson, Philadelphia, and Kenneth H. Bofinger, vp, who previously was an account executive of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia.

E. B. Baker to Lambert Agency

Elias B. Baker, formerly with Lennen & Newell, has joined Lambert & Feasley, New York, as account supervisor on DuBarry, Ciro and Sportsman, all products of Warner-Lambert Pharmaceutical Co.

If it's sales you want for CHRISTMAS

Better Homes & Gardens
CHRISTMAS IDEAS
for 1960 to make it a real family holiday
$1.25
HUNDREDS OF IDEAS for table, wall, tree trims
GIFTS YOU CAN MAKE

Publisher's estimate,
1961 issue: 600,000
On sale at newsstands
for $1.25 each on
October 19, 1961
Closes August 15, 1961

ASK FOR THEM IN THE

BH&G CHRISTMAS IDEAS ANNUAL

Here's where more than 600,000 prospective customers go looking for Christmas ideas. And that's *all* they're looking for when they pay $1.25 at the newsstand for this book. New ideas for Christmas entertaining, gift giving, menu planning, recipe making, decorating at home, church and club! They're willing and eager and *able* to buy—when they see something they want in the editorial and advertising pages of Better Homes & Gardens Christmas Ideas Annual.

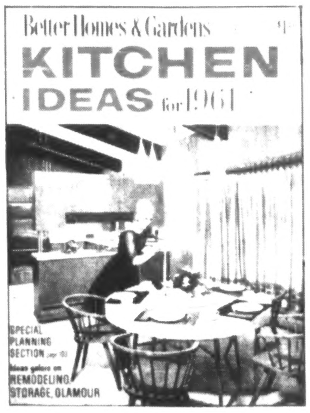
'Tis the season *you'll* be jolly if you catch the eye of these potential buyers with what you have to sell! Better see your BH&G representative right now!

Better Homes & Gardens 1961
HOME IMPROVEMENT IDEAS
$1.25
How to build space-saving STORAGE UNITS that are both specialized and decorative
RESTYLING KITCHENS for increased efficiency
SPECIAL! FINISHING BONUS SPACE in ATTICS, BASEMENTS, and GARAGES page 123

Publisher's est., 1962 issue: 180,000
Actual net paid, 1960 issue: 201,565
Closes: June 15, 1961
On Sale: August 22, 1961

Better Homes & Gardens HOME FURNISHINGS IDEAS for 1961
IDEAS TO FLATTER YOUR WINDOWS

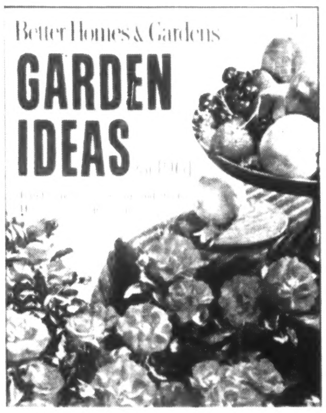
Publisher's est., 1962 issue: 475,000
Actual net paid, 1960 issue: 549,481
Closes: July 14, 1961
On Sale: September 21, 1961


Better Homes & Gardens
KITCHEN IDEAS for 1961
SPECIAL PLANNING SECTION
Ideas galore on REMODELING STORAGE, GLAMOUR

Publisher's est., 1962 issue: 225,000
Actual net paid, 1960 issue: 244,937
Closes: October 16, 1961
On Sale: December 21, 1961

Better Homes & Gardens HOME
BUILDING IDEAS for 1961
Over 400 idea-packed pictures and floor plans

Publisher's est., 1962 issue: 185,000
Actual net paid, 1960 issue: 226,102
Closes: November 15, 1961
On Sale: January 18, 1962


Better Homes & Gardens
GARDEN IDEAS

Publisher's est., 1962 issue: 135,000
Actual net paid, 1960 issue: 155,373
Closes: December 15, 1961
On Sale: February 20, 1962

MORE SPECIALIZED
BH&G IDEA ANNUALS

Better Homes & Gardens
IDEA ANNUALS

MEREDITH of DES MOINES

. . . America's biggest publisher of ideas
for today's living and tomorrow's plans

Prince Promotes Three

Three executives have been promoted by Prince & Co., Detroit and New York agency. William D. Hart, former secretary, becomes vp and chairman of the executive committee; Joseph P. Wright, formerly account supervisor, becomes vp in charge of sales and creative activities and a member of the executive committee; and Fred A. Prince Jr., previously assistant secretary, becomes secretary and a member of the executive committee.

Your Address: Chicago's magnificent gold coast

181 East Lake Shore Drive

Overlooking Lake Michigan . . . five minutes from downtown . . . steps from Michigan Avenue stores. Fine Restaurant. Superb air-conditioned rooms & suites at sensible prices.

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL

Dow to Join Gibney Agency

Walter H. Dow will join Albert L. Gibney Inc., Springfield, Mass., as marketing and media director. Mr. Dow formerly was product advertising and promotion manager of the plastics division of Monsanto Chemical Co.

Quirk Fabray O'Neill

PALS—*Flanking television performer Nanette Fabray during a luncheon of the Hollywood Ad Club are James T. Quirk, publisher of TV Guide, and Michael J. O'Neill, ad director of the magazine. The magazine men were in town for the annual "TV Guide Awards" program (NBC-TV), on which Miss Fabray appeared.*

Check the

FACTS & FIGURES!

See for yourself how CBC's TV stations are doing in the competitive markets!

In every case where a new "2nd station" has come on the air, the CBC station is still the number one station!! Now entering its 10th TV season, this leadership in audience totals reflects the CBC's experience and "know-how," its top stars, its quality programming—plus its promotion and publicity. Below are listed the CBC television Markets and the average homes reached. If you're considering television now or in the near future, check the facts and figures—you'll see for yourself.

*Average ¼-hour homes reached Sunday—Saturday—6.00 p.m.—Midnight

	CBC	2nd Station
HALIFAX	26,000	22,000
MONTREAL (Eng.)	58,000	52,000
MONTREAL (French)	164,000	80,000
OTTAWA	46,000	26,000
TORONTO	75,000	51,000
WINNIPEG	42,000	42,000
VANCOUVER	44,000	24,000

(Note: Audience figures for NHL Hockey Playoffs are NOT included in these totals)

Just phone or write

CBC NATIONAL SELECTIVE SALES

Representing English TV stations CBLT, Toronto—CBMT, Montreal—CBUT, Vancouver—CBXT, Edmonton—CBWT, Winnipeg—CBOT, Ottawa—CBHT, Halifax—CBYT, Cornerbrook • French TV Stations: CBFT, Montreal—CBOFT, Ottawa/Hull—CBAFT, Moncton—CBWFT, Winnipeg

[illegible] by the Canadian Broadcasting Corporation

Eastern Air Lines Backs Claim: Plane Flies Lone Passenger

New York, June 20—Eastern Air Lines flew a single passenger to Washington last week in a Super-C Constellation, thereby living up to promises it had made in ads announcing its new air-shuttle service between New York and Washington and Boston.

The shuttle service was inaugurated by Eastern on April 30. Passengers bound for either Washington or Boston no longer need reservations or tickets. They simply go to the airport, pick up a boarding pass and head straight for the boarding gate. They pay for the tickets on the plane.

Eastern ads have guaranteed that every passenger who arrives before departure time will be accommodated, even if it means putting on an extra section for one traveler. Last week, that one "excess" passenger showed up, in the person of David Laub, an engineer with the Sun Chemical Co.

■ All 95 seats on the shuttle plane to Washington were filled when Mr. Laub arrived at the gate. Eastern immediately ordered another plane for Mr. Laub. The first plane took off on schedule at 10 a.m. Mr. Laub's "private" plane departed at 10:05.

Eastern's public relations department made the most of the event, and the airline reaped the rewards in stories in local newspapers. The news release issued by Eastern carried the headline, "Truth in Advertising." =

Johnston, Mittelstadt Get Top Harley-Davidson Ad Posts

Gerald Johnston

Gerald A. Johnston has been named advertising manager of Harley-Davidson Motor Co., Milwaukee, and Glenn Mittelstadt has been promoted to assistant advertising manager of the company, which manufactures motorcycles and motor scooters. Mr. Johnston, who formerly was with Bert S. Gittins Advertising, succeeds Sam F. Greco, who was promoted to sales manager. Mr. Mittelstadt joined Harley-Davidson in 1954.

'Playboy' Boosts Two

Jules Kase, formerly on *Playboy's* eastern advertising staff, has been named eastern advertising manager of the magazine, a new position. Joseph K. Coleman, also a former member of *Playboy's* eastern staff, has been named to the new post of eastern advertising manager of *Show Business Illustrated*, new sister publication.

Kim Lighting Names Bland

Kim Lighting & Mfg. Co., El Monte, Cal., has named Bland Advertising, Pasadena, to handle its advertising and pr. Landscaping and garden trade publications will be used initially by the manufacturer of garden lights and water fountain products.

Publishers!

OUR AD AGENCY GOOFED . . .

How do they expect us to get business when they run our ads with the WRONG address.

To those of you who require a magazine, brochure or similiar mailing piece with change of name, address and ads and answered our previous ads without getting a response . . . WE APOLOGIZE . . . Well, let's give the boys from Madison Avenue another crack at it. Call CAnal 6-6782 or write: George Rosenberg

Publication Printers
305 Lafayette Street, New York 12, N.Y.

WHAT'S IN IT FOR YOU?

PLENTY! Because there's so much in it for HER!

Everything the teen-age girl wants in a magazine is hers—*exclusively*—in SEVENTEEN From cover to cover, every issue is filled with entertaining fiction and enlightening features on how to act and look, decorate and cook…what to read and listen to, what to see and wear and do. SEVENTEEN gives its readers the complete understanding and friendly guidance teen-age girls seek. That's why they give SEVENTEEN their unshakable confidence and undivided attention. It's the magazine they believe in, live by and buy from. America's 9¾ million teen-age girls represent a $4.8-billion market. Join the growing list of advertisers who are getting amazing buying action from this market—in SEVENTEEN.

buying habits start in… seventeen

THE SERVICE MAGAZINE FOR YOUNG WOMEN UNDER 25

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 320 Park Avenue, New York 22 • PLaza 9-8100

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL,** CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.

Goodman
Wilson
Zott
Traynor
Milmoe
Guttenberg
Fedorchak
McPike
Page
Stewart
McElroy
Anderson

AT ANA WORKSHOP—*Getting some Rye, N.Y., air between sessions of a workshop on planning and controlling profitable advertising, staged by the Assn. of National Advertisers, are Hugh Goodman, Standard Brands Inc.; Raymond C. Wilson, Shell Oil Co., and ANA workshop program chairman; Fred Zott and John A. Traynor, Thomas J. Lipton Inc.; John Milmoe and Frank McPike, J. Walter Thompson Co.; Edgar Guttenberg, Schenley Industries; Russell Fedorchak, Scott Paper Co.; Shelby Page, Ogilvy, Benson & Mather; David Stewart, Kenyon & Eckhardt; Duke McElroy, Assn. of National Advertisers; and Joe Anderson, Dictaphone Corp.*

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance... uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath
FOR RESERVATIONS WIRE, WRITE OR CALL

HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N.Y. MU 6-6000

Norris-Thermador to F&S&R

Norris-Thermador Corp., Los Angeles, has moved its advertising account from Adams & Keyes to the Los Angeles office of Fuller & Smith & Ross Inc. The company turns out, through three divisions and a wholly owned subsidiary, Russell Bolt & Mfg. Co., a line of plumbing ware, cookware, electric appliances, rocket and missile hardware, and other electronic appliances. Billings on the account were reportedly less than $100,000 at Adams & Keyes.

Smith Heads San Diego AAA

Orva Huff Smith, radio and tv director and secretary-treasurer of Phillips-Ramsey, has been elected president of the San Diego Assn. of Advertising Agencies. Other officers are William Nietfeld, of William Nietfeld Inc., vp; and William Washburn, of Washburn & Justice, secretary-treasurer. The association is composed of 19 agencies and is affiliated with the Western States Advertising Agencies Assn.

Controls Co. Names Headen

Controls Co. of America, Schiller Park, Ill., has named Headen, Horrell & Wentsel, Chicago, to handle advertising for its appliance and automotive division, effective July 1. Klau-Van Pietersom-Dunlap, Chicago, is the former agency of record.

HITS HOME!

The Journal-American scores heaviest in the New York evening newspaper field. With over 639,000 daily circulation, the Journal-American outscores the World-Telegram and Sun by over 160,000 and the Post by 295,000. In any league, that means more hitting power for advertising aimed at homes and families. Is your advertising popping up or hitting for the fence?

NEW YORK Journal-American

Represented Nationally by Hearst Advertising Service Inc.

DUO—*Raymond Sarfaty (left), American Cyanamid, and Cy Freeman, Worthington Corp., discuss profitable advertising at the ANA workshop in Rye, N. Y.*

John Hancock Copy Reminds Menfolk of Their Total Value

BOSTON, June 21—John Hancock Mutual Life Insurance Co. has launched a radio campaign to convince the head of the house he's worth a good deal more than $10,000.

To catch men's ears, the company lined up some well known sportscasters to talk about money in sports. The lineup includes Chris Schenkel, talking about pro football; Al Helfer, baseball; Jimmy Powers, boxing; Jack Drees, horse racing; Bud Palmer, professional basketball; Stan Lomax, golf; and Mel Allen, trotting races.

In each case, big money winnings are discussed in terms of the worth of a single man, with the emphasis on the claim that the average male American earns $250,000 during his lifetime. This is used to point up the need for enough insurance to cover the worth of such a valuable individual.

The radio spots suggest that $10,000 clearly is not enough life insurance coverage for so productive a breadwinner.

■ The drive started May 29 in about 52 major markets. The minute announcements are set to run through July 29. McCann-Erickson is the agency.

Here's how Chris Schenkel makes a play for bigger policies:

"Hello, there. This is Chris Schenkel. If you follow pro football, you see it happen every year. After the championship game the winning team gets a nice, fat prize—as much as $225,000.

"Well, here's something that'll interest you. You're worth as much as the whole team. Yes, the U. S. government says the average American man will earn around a quarter of a million dollars during his lifetime. That makes you a champ in your household. This is the money that buys the food, clothing, education, medical care—everything your family needs and enjoys.

"That's why you protect yourself with life insurance, so your family won't ever have to do without. And that's why a John Hancock agent can be a big help to you. He knows lots of ways to give you enough life insurance protection. How much insurance do *you* have—$10,000? Not much for a man who's worth what you are. Why not talk things over with the John Hancock man when he calls on you. That's the John Hancock, a fine company to do business with." ■

Type Directors' Study Spurs New 'Art Direction' Exhibit

Art Direction, New York, has announced a new annual exhibition, "Creativity on Paper," to promote interest in greater use of distinctive paper. The magazine said it was inspired by a Type Directors' Club study, which "confirmed what many have long known—that judicious selection of paper colors and textures can enhance graphic design's esthetic appeal and communication effectiveness."

Awards will be made for the creative use of paper in the overall design concept, and in the execution of that concept. Judges are Gordon Aymar and Bradbury Thompson, New York, Morton Goldsholl, Chicago, and Noel Martin, Cincinnati, all designers. A certificate will be awarded to winning designers and their clients. Competition closes July 15.

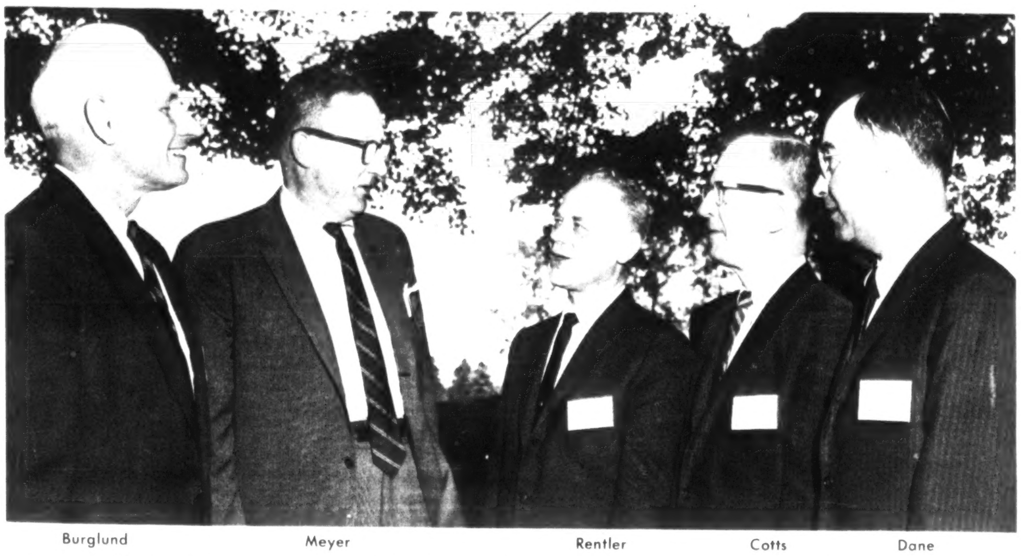
Vendaversal Names Glenn

Vendaversal Corp., Compton, Cal., manufacturer of automatic vending machines, has named Glenn Advertising, Los Angeles, as its agency. Glenn also has named Jane Nelson, who formerly was with Charles A. Mottl Inc., media director.

Green Joins Fidelity

Louise Green, formerly copy and continuity chief of KRBC-TV, Abilene, Tex., has been named copy chief of Fidelity Advertising Agency, Abilene.

THE SAN DIEGO UNION AND EVENING TRIBUNE



INTERLUDE—*Chatting during a break at the Assn. of National Advertisers workshop in Rye, N. Y., were Wilfred P. Burglund, Union Carbide; Jan H. Meyer, J. M. Mathes Inc.; Edward P. Rentler, Westinghouse Electric; George B. Cotts, Aluminum Co. of America; and Maxwell Dane, Doyle Dane Bernbach Inc.*

20th Century Fox Sets Push

Twentieth Century Fox will invest an estimated $1,250,000 to promote its new movie, "Voyage to the Bottom of the Sea." In addition to newspapers, magazines, radio, comics books and pocketbook ads, the company will spend about $250,000 for network tv spots. Charles Schlaifer & Co., New York, is the agency.

Davis Standard to Prutzman

Davis Standard division of Franklin Research & Development Corp., Mystic, Conn., has named Darrell Prutzman Associates, Providence, its advertising, sales promotion and pr counsel. The company manufactures extruding and accessory equipment for rubber, plastics and wire jacketing.

AAA Incorporates in N. Y.

The American Academy of Advertising has been incorporated as a non-profit organization in the state of New York. The membership of the academy has now reached more than 225, with teachers representing about 140 colleges and universities.

PRIMERO*

In any language,
The Cedar Rapids Gazette
is Iowa's 1st newspaper
in total advertising
linage and provides
95% coverage of Iowa's
2nd largest market.

Represented by
Allen-Klapp Co.

**PRIMERO means FIRST in Spanish*

THE
SAN DIEGO
UNION
AND
EVENING
TRIBUNE

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Drugstore sales in San Diego County totaled $47,833,000* last year — outdistancing counties like these:

SUFFOLK (BOSTON), MASSACHUSETTS	$47,572,000
SAN FRANCISCO, CALIFORNIA	$40,006,000
DENVER, COLORADO	$38,740,000
ORLEANS (NEW ORLEANS), LOUISIANA	$37,047,000

Sell the important San Diego market through two metropolitan newspapers: The San Diego Union and Evening Tribune. Combined daily circulation is 228,437 (ABC 9/30/60).

*SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

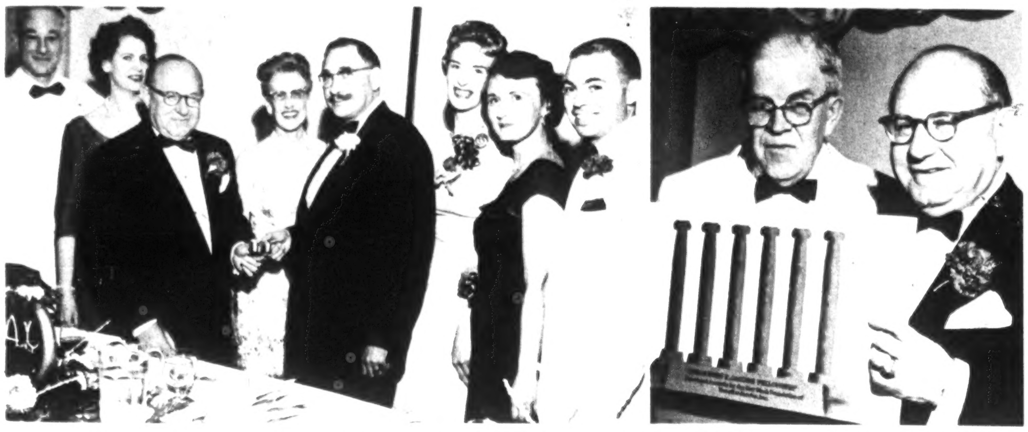
Bozell & Jacobs Marks 40th Anniversary with Big Meeting

In 1921, Leo P. Bozell, secretary of the Omaha Real Estate Board, and Morris Jacobs, night police reporter, organized Bozell & Jacobs, advertising and public relations agency. Last week, with the agency grown to 13 offices, about 350 employes and some $21 million in billing, B&J celebrated its 40th anniversary with three days of meetings and festivities in Omaha.

Although each of the 13 offices are separately incorporated, they operate essentially as one. The client list is diversified, including all types of accounts, but the agency has long been known for its pr activities and its special interest in the utilities field.

Leo Bozell died in 1946, but his ebullient, civic-minded partner Morris Jacobs played genial host to more than 100 staff members—and their wives—from all offices, at all-day sessions devoted to critical analysis and discussion of creative, client service and new business activities, mixed with presentations of awards and social events.

Between sessions, out-of-town staffers crossed the street from Omaha's Blackstone Hotel to get a look at the sparkling new, very plush "home office" of the agency, housing 80 people on a floor and a half in the new Kiewit Plaza skyscraper.



THERE WERE AWARDS—*A variety of awards were announced at the conference, including two new vice-presidencies—to Albert R. Busch Jr. and Richard L. Sullivan, both of Omaha. Members of 10 and 15 years clubs got awards. At left are 10-year-club members getting rings from board chairman Morris Jacobs. They are Alvin D. Reiwitch, Chicago; Hildegarde Richter, New York; Mrs. Blanche Snider, Minneapolis; Harold Fair, New York; Mrs. LaVerna Arcuri, Omaha; Betty Zollars, Houston; and Alan R. Pascale, Omaha.* **Right:** *Roy Wensburg, Seattle manager, announces the "Morris E. Jacobs fellowship," supported by B&J executives. Accepting is Mr. Jacobs, in whose name $500 and employment opportunities are to be given each year to a student at the University of Missouri school of journalism.*

Advertising Age

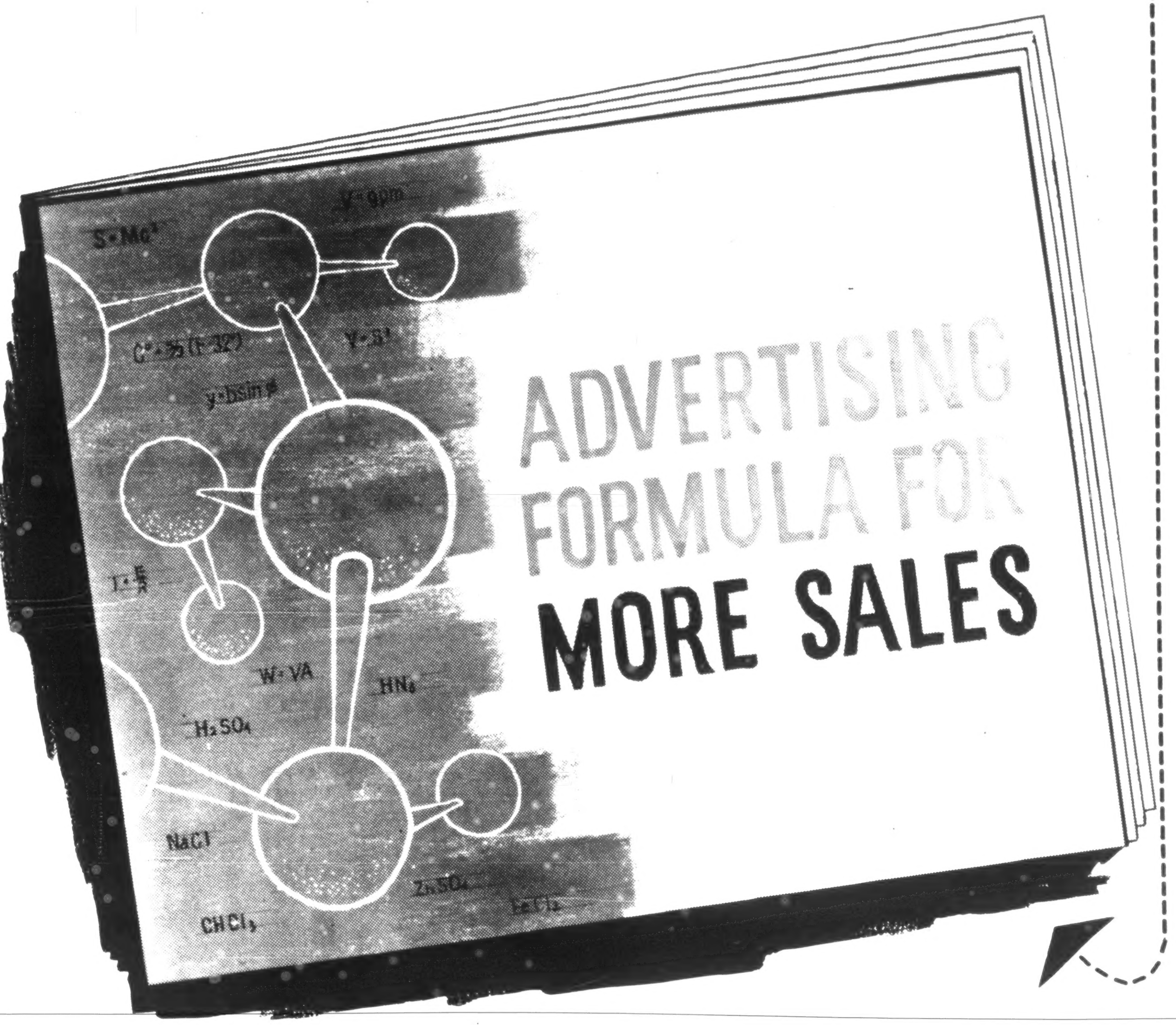
START WITH WORK—*More than 100 people from all 13 offices of the agency gathered for three days of discussion of "advertising and public relations—the twin tools of persuasion." They were seated alphabetically and exposed to a rapid-fire barrage of almost 40 talks and discussions.* **Center:** *Managers of most offices line up to report and introduce their own people. Left to right, Henry Obermeyer, Hartford; Carl Storey, Houston; Charles Gallup, Indianapolis; Bert Bremson, Kansas City; Vincent Fowler, Los Angeles; Sam Kaufman, Minneapolis; Donald Hoover, New York; Frank Miller, Omaha; Roy Wensberg, Seattle (mostly hidden); William Fogarty, Sioux City; James Morrisey, Washington. Not included are Chicago manager Nathan Jacobs, who was presiding at the session, and Walter Pfeiffer, Shreveport.* **Right:** *Three of the four non-B&J speakers are shown in this luncheon head table shot. Left to right, B&J men Mitchell Lachman and Charles W. Peebler Jr.; George Lindsey, Television Bureau of Advertising; B&J board chairman Morris Jacobs; S. R. Bernstein,* ADVERTISING AGE; *Donald Hoover; Mrs. Morris Jacobs; and Charles E. Parker, Central Surveys Inc.*

40th Anniversary

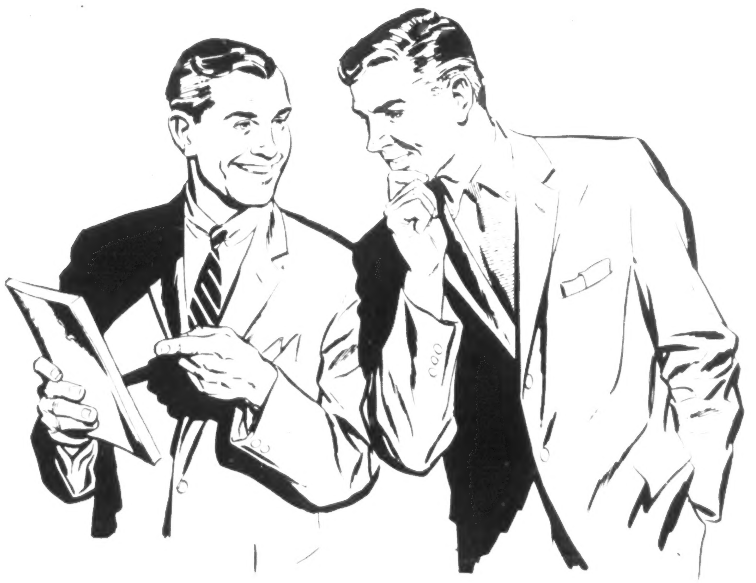
FUN AND GAMES, TOO—*There was time for relaxation and partying, too, at the Bozell & Jacobs 40th anniversary celebration, with one evening given over to poolside refreshments at Morris Jacobs' nine-acre country home, and another to a formal banquet at the Blackstone Hotel, where sessions were held. In picture at left above (facing camera, lower right) is Jack Baxter, creative consultant to B&J, and (next to Nate Jacobs, B&J's Chicago manager who master-minded the conference) the busiest man at the meeting. Baxter delivered critical reviews of B&J print and broadcast efforts for the edification of the staff at a variety of times during the meeting. In the center picture Mrs. Morris Jacobs leads some wives of B&J staffers along the walk of her home. More than 200 attended the banquet, but no clients were present at any of the sessions.*

NEW OFFICE INSPECTION—*Between sessions B&J executives from out of town went across the street to the brand new Kiewit Plaza skyscraper to inspect new offices of the Omaha-based organization. At left: Morris Jacobs points out to some B&J office managers that the lettering on the door has not yet been completed. Center: Grouped around the coffee table at one end of the chairman's new office are Donald Hoover, New York; Mr. and Mrs. Morris Jacobs; Vincent Fowler, Los Angeles; Frank Miller, Omaha; Mrs. Charles D. Peebler Jr., Omaha (the Jacobs' daughter); and Roy Wensberg, Seattle. Right: Morris Jacobs, his brother Nathan, manager of B&J, Chicago, and Frank Miller, Omaha manager, check a point at Morris Jacobs' desk in the agency's new Omaha offices. A staff of about 80 works in Omaha.*

it's NEW!



WRITE FOR YOUR COPY



Advertising techniques that get new business . . . how successful advertisers locate hidden buying influences, discover new and different product applications, measure market potential, sell important new customers.

Also contains helpful data for agencies and advertisers in evaluating industrial publications . . . what industry's most active buying group reads, the type of information they want, how they like it presented.

Complete with latest data on N.E.D. market coverage and proof of N.E.D.'s effectiveness in helping advertisers get more sales in all industrial markets. Write for your free copy, today.

A PENTON Publication, Penton Building, Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

NBP

BPA

Industry's Leading Product News Publication

Now over 87,000 copies (total distribution) **in over 46,000 industrial plants**

PHOTO REVIEW

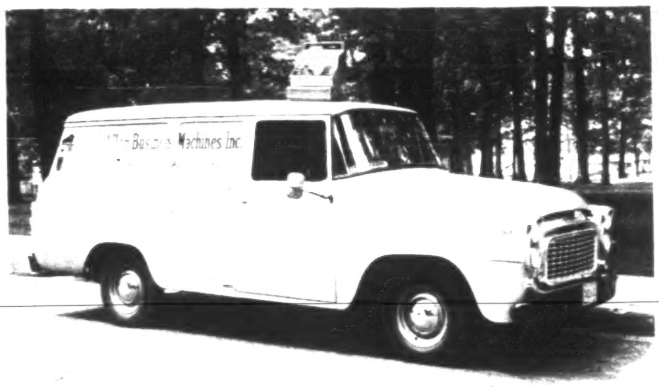
Lewis Lebenbom Beck Stockmeyer

ADMEN AND POLS—*Campbell-Ewald Co., Detroit, winds up its first year of political education classes for employes with a non-partisan panel. They are Bartram D. Lewis, C-E staff member who directs the program; David Lebenbom, chairman, Wayne County Democratic Committee; Mary V. Beck, Detroit Common Council president; and Norman O. Stockmeyer, Wayner County Republican chairman. This year, 120 persons from the agency's staff level took part in the program in six nine-week sessions; next fall the classes will be open to any of C-E's 500 employes. Courses are non-partisan, and cover the mechanics of political organization, not issues or candidates.*

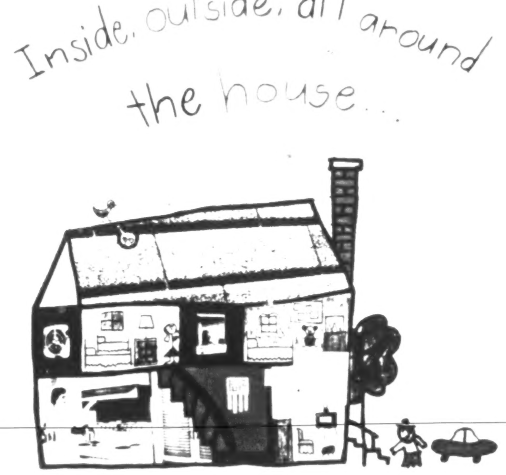
Hoar Stowell Spear

Tilford Sprinz Leckie Park Stevens

BIRTHDAY LUNCHEON—*Friends of Paul T. Sprinz of Cole Fischer Rogow help him celebrate his 80th birthday. Mr. Sprinz got his start in business in 1896 as a cash boy with Lord & Taylor. On hand were Joseph Stevens and Arthur Spear, The New Yorker; William Stowell and Ed Tilford, Vogue; John Leckie, Field & Stream; Robert Park, Street & Smith; Edgar Hoar, Living for Young Homemakers.*



CLIFF HANGER—*Startled citizens of Grand Rapids, Mich., look twice at the three delivery trucks of R. C. Allen Business Machines Inc. Instead of mounting the cash registers in a neat center position on the cab, the company bolted them over the right-hand door so that they appear to be falling off the truck.*

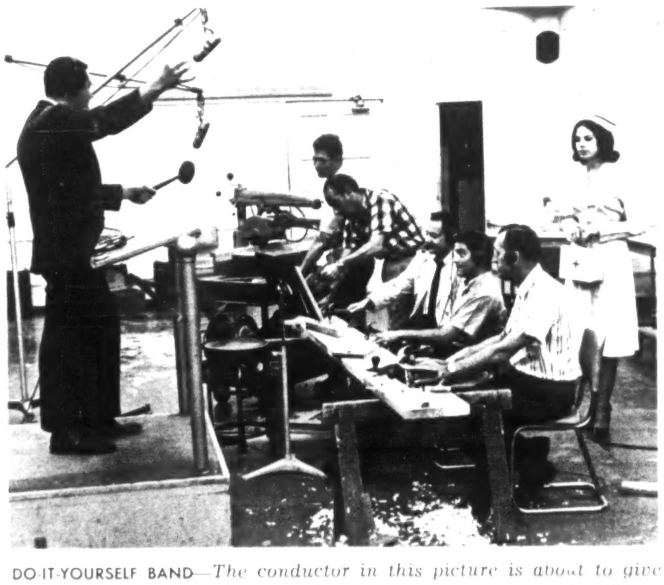


Inside, outside, all around the house...

LITTLE PEOPLE, BIG ART—*When Farson, Huff & Northlich, Cincinnati, wanted a child's drawing of a house for an ad for its client, Philip Carey Mfg. Co., Cincinnati, manufacturer of building materials, it held an art competition for the children of the agency's staff. Winners were Carol Gordon (left), 10, whose father is Richard L. Gordon, director of pr, and Annabel Stolley, 6, daughter of Alex Stolley, exec vp. Their drawings of houses were combined and Carey products were fitted into the drawings. Ads are running during 1961 in shelter magazines and trade publications.*

Osman Lavenson Prabhakar Sato Mendis Spiro

FOREIGN OBSERVERS—*Foreign students in the Philadelphia area got a look at an advertising agency operation when they spent a day at the Lavenson Bureau of Advertising. Meeting informally here with James H. Lavenson and Walter A. Spiro, president and exec vp, respectively, of the agency, are Abdelrahman Osman, Sudanese education student at the University of Pennsylvania; Anand Prabhakar, a Thai international relations student at the university; Yoko Sato, a Japanese advertising major at the Moore Institute of Art; and Eustace Mendis, a physics student at Temple.*



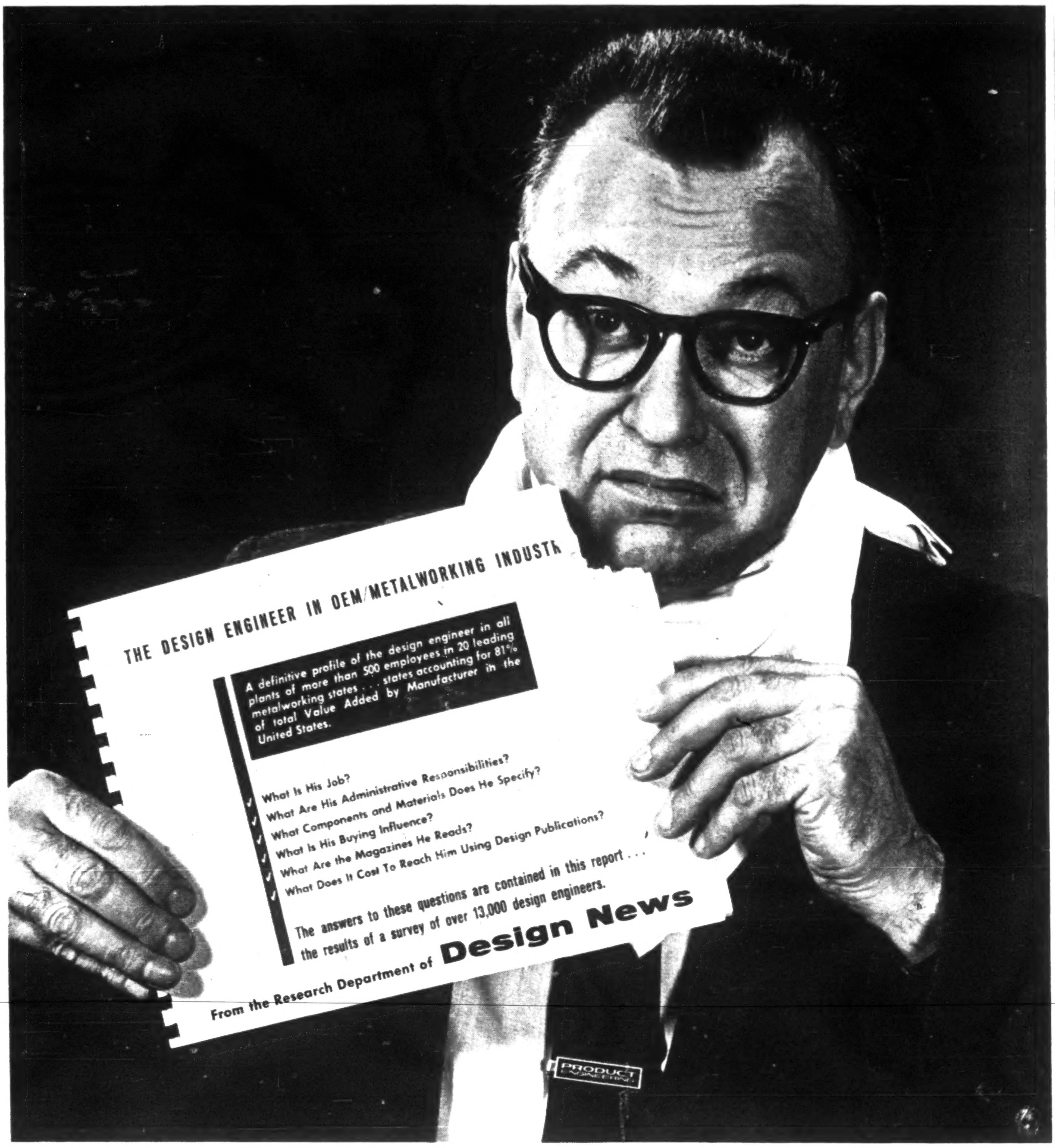
DO-IT-YOURSELF BAND—*The conductor in this picture is about to give the downbeat to the "orchestra" for a new Bank of America Timeplan home improvement loan radio "jingle," scored entirely for carpenters' tools, at the Radio Recorders studio in Hollywood. The orchestra, hired by Johnson & Lewis, the bank's agency, includes four professional musicians and one carpenter—no musician would touch the power saw. The "nurse" with the first aid kit is Kim Fleming, from the agency's Los Angeles office.*

11.7

(Redbook's halfway to its best year yet)

Six months of '61 have gone by and Redbook is high on the select list of magazines that have gone up. We're ahead 11.7% in display linage. We've added 69 new advertisers. And we're well on the way to our eighth straight year of advertising gains. Every year advertisers invest more in Redbook because they're finding it more profitable to sell Young Adults. And as the Young Adult market continues to grow—in both numbers and needs—even more will be invested in Redbook. It's the only mass magazine edited exclusively for Young Adults. It delivers a higher concentration of Young Adults than any other magazine of equal or greater circulation. Simple facts. Leading to another: No other magazine in America can match Redbook for selling your product to Young Adults.

Circulation base—3,450,000
230 Park Avenue, New York 17, N. Y.—and
919 North Michigan Ave., Chicago 11, Ill.
Another exciting publication
of the McCall Corporation



THE DESIGN ENGINEER IN OEM/METALWORKING INDUSTR

A definitive profile of the design engineer in all plants of more than 500 employees in 20 leading metalworking states . . . states accounting for 81% of total Value Added by Manufacturer in the United States.

✓ What Is His Job?
✓ What Are His Administrative Responsibilities?
✓ What Components and Materials Does He Specify?
✓ What Is His Buying Influence?
✓ What Are the Magazines He Reads?
✓ What Does It Cost To Reach Him Using Design Publications?

The answers to these questions are contained in this report . . . the results of a survey of over 13,000 design engineers.

From the Research Department of **Design News**

We think our friendly rival bit off more than he can chew!

Some readership studies may be tempting, but please select your "cut" more carefully!

The above *piece de resistance* was bitten into by Product Engineering in their recent ad in Advertising Age. With what Design News considers to be some sly maneuvering, PE digested and then compared *our* readership study with *their* readership study. This is the old apples-and-oranges trick, used this time to tempt advertisers who might believe PE edges out DN in magazine preferences of OEM Design Engineers.

We caution them to quit gumming up our research work. Let DESIGN NEWS submit to you a clean copy of the above pictured report. It will give you the facts . . . show you just *what* magazine the Design Engineer reads *most*. Isn't that what you want to *know*?

Design News
ROGERS PUBLISHING COMPANY, INC., Englewood, Colo.
A Subsidiary of Cahners Publishing Company, Inc. BPA

SPARKLING
CLEAR
DELICIOUS
REMEMBER
Quicker Quenchier
ICED TEA INSTANTLY! REDI-TEA, ICE, TAP WATER SERVE! ENJOY ALL THE FABULOUS FLAVOR OF FAMOUS WHITE ROSE TEA
White Rose
REDI TEA
ICED TEA

QUENCHIER—*Seeman Bros. is running 600-line b&w ads like this for its White Rose Redi-Tea in 30 newspapers plus Family Circle and Woman's Day. Al Paul Lefton Co., New York, is the agency.*

Hudson's Bay Co. Sends 'Adventurers' on Commuter Lines

NEW YORK, June 20—In the ordinary course of events, it takes a strong will to face some of this city's commuting problems, but beginning June 29, Hudson's Bay Co. will go into a commutation promotion.

That day the company plans to send retailers on a special train traveling "the route to suburban sales" to savor (among other things) the new 3-sheet posters for Hudson's Bay scotch.

A few days later the company will launch a two-month ad campaign in the *Long Island Press*, *Newsday* and the Westchester Group. The newspaper ads (ranging from 600 lines upwards) and the posters will both project a "Men with strong ideas" theme. Each will picture a man typical of Hudson's Bay's "Company of Adventurers."

The June 29 "Hudson's Bay Express" will embark with its first "company of adventurers" from the railroad terminal at Jamaica. Similar trips on railroads covered by the Transportation Displays Inc. poster showing are planned.

Leber & Katz is the agency. ≠

Blair Names Ensign, Thomas

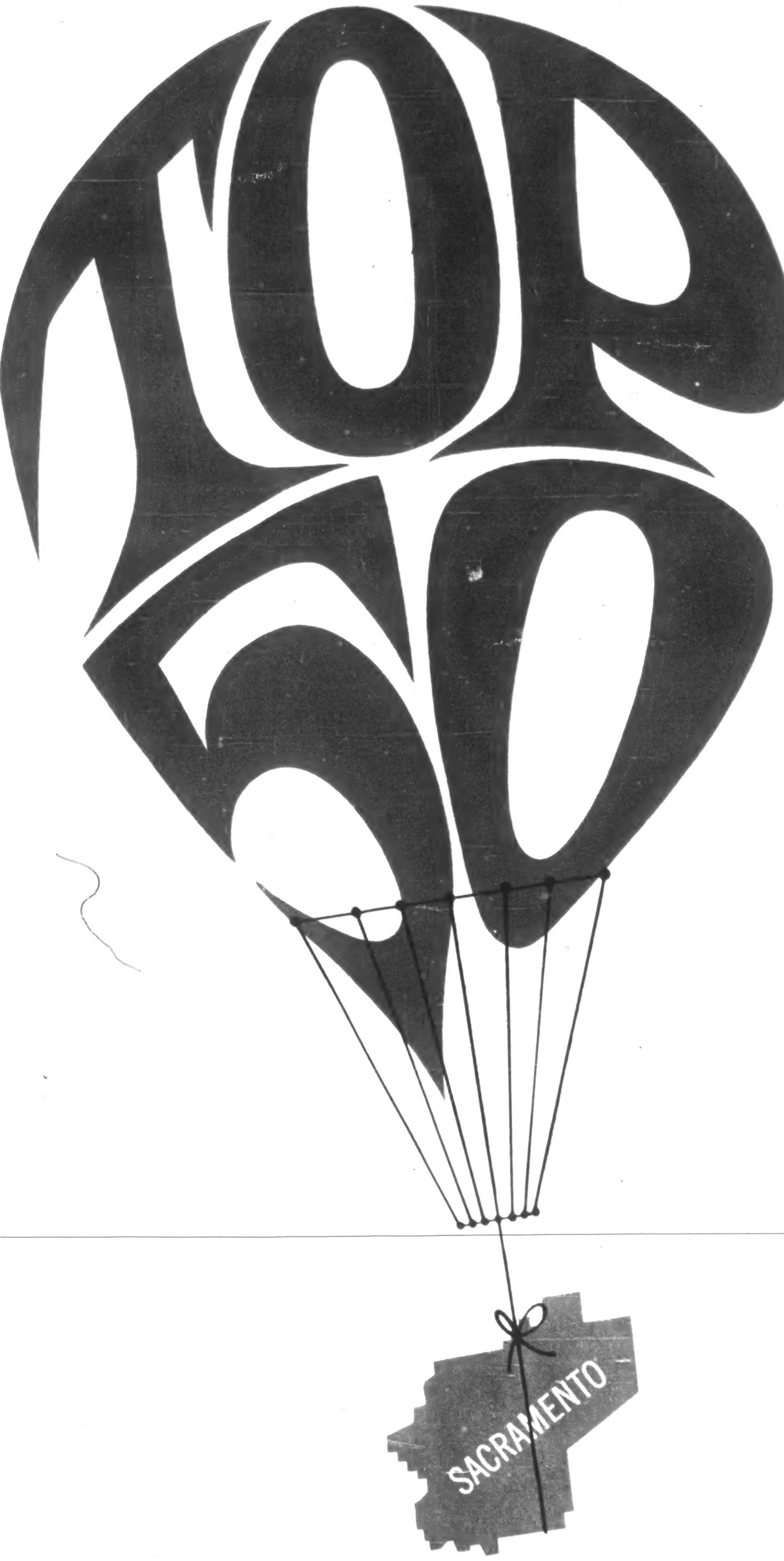
William H. Ensign, previously an account executive with CBS Radio, has been named to the sales staff of John Blair & Co., New York, radio station representative. He has been assigned to the Blair Group Plan, which is designed to sell Blair-represented stations in combination. Earl G. Thomas, formerly with Blair's Group Plan sales division, has been named to Blair-TV's special projects division, specializing in the sale of tv factuals. These factuals are dramatized presentations of a documentary nature, produced by the stations' program departments.

'Ohio Motorist' Names Close

William R. Close, previously managing director of *Where*, a Cleveland entertainment weekly, has been appointed advertising manager of *Ohio Motorist*, magazine of the American Automobile Assn., Cleveland. He replaces Robert M. Ritterspach, who resigned to join the sales staff of *Thomas' Register*.

Cowan Joins Bailey Agency

Keith L. Cowan, formerly with KSL and KCPX, Salt Lake City, has joined the staff of Bailey & Associates Advertising Agency, Salt Lake City.



Really up there . . .

Sacramento's ABC City Zone Population Is Now Over a Half Million Sacramento is now one of the nation's **TOP FIFTY MARKETS** in terms of City Zone population.* The Sacramento Bee is the Key to sales in this important market. **THE SACRAMENTO BEE,** Sacramento, California, A McClatchy Newspaper in the Billion-Dollar Valley of the Bees. O'Mara & Ormsbee, National Representatives.

*ABC 4-1-61

NEW YORK FOOD MARKET

$1

Here is a 92-page study containing a breakdown of all retail sales, share of market figures, geographical statistical survey, personnel and background of all metropolitan New York retailers with four or more stores, and all major wholesaling factors. Only $1 per copy. Published by:

GROCER-GRAPHIC
3 East 40th St., New York 16, N.Y.

Along the Media Path

Ladies' Home Journal is sending out a "Marketing Man's Decision Kit" in the form of a dart board to ad executives. One side of the corrugated board is for "agonizing" decisions, the other for the "obvious." A dart is provided. All points on the "obvious" bull's eye give the *Journal* as the answer to the problem.

- The **News**, Stratford, Conn., went into photo-offset process, effective with its June 8 issue.

- For a three-hour period on May 29, **WTIC**, **WTIC-FM** and **WTIC-TV**, Hartford, provided an open forum for discussion by legislative leaders of pressing problems which were causing a deadlock in the Connecticut general assembly. Following the broadcast, the assembly passed a joint resolution congratulating the Travelers Broadcasting Service Corp. and its president, Paul W. Morency.

- On June 10, **KCMO**, Kansas City, celebrated its silver anniversary with a special broadcast devoted to recalling the month of June, 1936, in musical selections of that time, as well as outstanding local, national and international news stories and events.

- **WCAU**, Philadelphia, used an over-size Central-Penn National Bank bankbook as a special promotion to emphasize that WCAU is a "station you can bank on." A reproduction of a letter of commendation from the Central-Penn National Bank, Philadelphia, to WCAU, marking the bank's 9th consecutive year of advertising on the station, was included on the inside of the bankbook.

- **WBBM-TV**, Chicago, has received an award from the Chicago Assn. of Commerce & Industry naming CBS Chicago the "Industrial Good Neighbor of the Year," in recognition of CBS' continuing efforts in neighborhood and community cleanliness campaigns.

- "Wheel of Fortune" charts, showing how Kansas City stacks up with nine other major fm areas, have been sent to leading agency personnel in St. Louis, Kansas City, Chicago, New York, Los Angeles, San Francisco and Philadelphia by the **FM Broadcasters of Greater Kansas City**, a division of the Electric Assn. The wheel breaks listenership into six divisions including age, income, occupation, education, location of set and time of day audience peaks are expressed.

- "Techniques of Plant Maintenance & Engineering," a 349-page verbatim report of the Plant Maintenance & Engineering Conference, may be obtained from **Clapp & Poliak**, 341 Madison Ave., New York 17. Copies are priced at $10 each.

- Fall programming on **KOOL**, Phoenix, will incorporate 13 high schools in the central Arizona district. With the cooperation of the Arizona Education Assn., plans are under way for each participating school to write, produce and present a radio play once each year. Students will be used in all phases of writing, acting, producing and directing each half-hour program.

- **Industrial Research**, Chicago, will publish a special $2 reference edition on energy conversion in October.

- Approximately 1,300 ads submitted by students 18 years of age and under, appeared in the second annual Student Want Ad pages of the **Miami News** June 11. Ads were accepted for services this age group could perform, or for items they could use, and were limited to five lines. Ads were free.

- Five daily newspapers in Alaska have joined forces to promote a four-page two-color market brochure, "Alaska Is in a Daily State of Buying," which summarizes each market. Cooperating newspapers are the **Anchorage Daily Times**, **Fairbanks Daily News**, **Juneau Daily Alaska Empire**, **Ketchkan Daily News** and **Sitka Sentinel**.

- **WCAU**, Philadelphia, has carded Philadelphia and suburban busses with poster advertising for its personalities, news coverage and a controversial audience participation program, "The Talk of Philadelphia." It climaxes the station's current audience building program which included newspaper ads, promotion announcements, outdoor signs, subway posters and king size bus banners.

- **Department of New Laurels**: During its first year of publication, **Tomorrow's Nurse** increased paid circulation to 9,000 copies. #

Whitney Shelly Upton

TRIBUNE HERALDED—*Warner S. Shelly, president of N. W. Ayer & Son, presents the F. Wayland Ayer Cup for excellence in newspaper typography, makeup and printing to John Hay Whitney, president of the New York Herald Tribune. John D. Upton, head of Ayer's New York office, looks on. The Herald Tribune was awarded the Ayer Cup for the tenth time in the 31st annual newspaper contest held in April.*

TAKE THE BIG RIDE avoid that frantic pedaling

CHARTERED
SEE CINCINNATI

Instead of going on little jaunts on a lesser vehicle, climb into the Post and Times-Star, relax and let its 275,000 circulation haul you all over. When you're courting the rich Cincinnati market, it pays to take the big ride, reaching 7 out of every 10 Cincinnatians, 43% of them exclusive. If it's sales you want, get aboard the big evening paper . . . and go all the way!

7 out of 10 Cincinnatians read the Cincinnati POST Times-Star

★

Total circulation . . . 275,101 . . . ABC 3/31/61

★

Largest Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

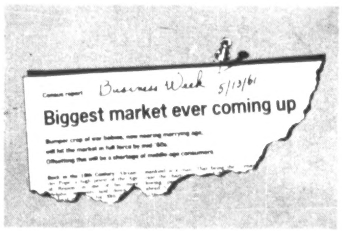
ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

Stamp of Approval

Stamp collecting isn't an inexpensive hobby. So when we tell you that in Stamp Advertising The Mirror in six short months has climbed to third place among New York's seven dailies you have further proof that The Mirror has the cream of the mass market.

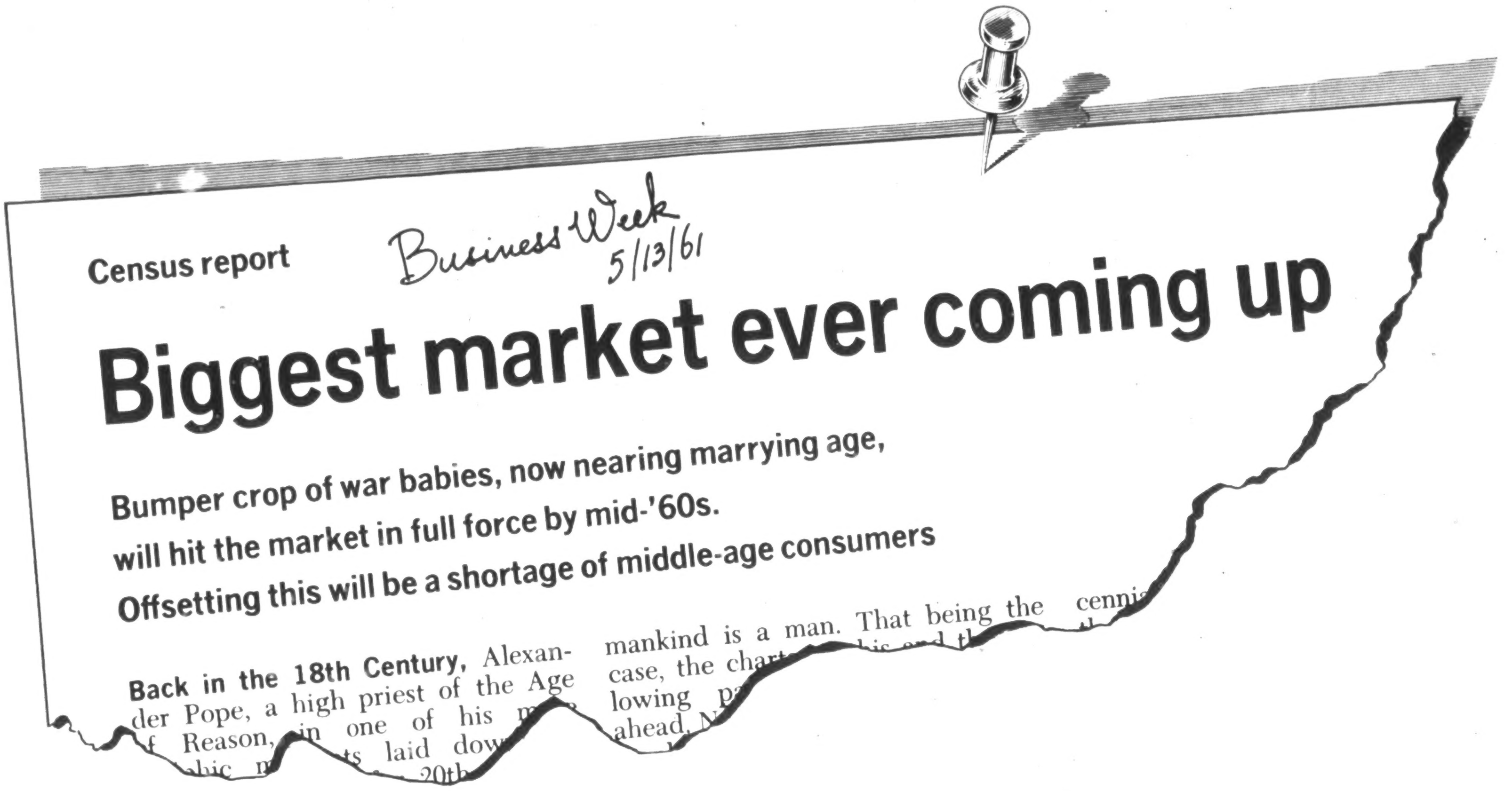
Make The Mirror a MUST!



Business Week 5/13/61
Biggest market ever coming up

These are the McGraw-Hill publications read by your best customers and prospects:

ARCHITECTURE
Western Architect & Engineer
APPLIANCE-RADIO-TV
Electrical Merchandising Week
ATOMIC ENERGY
Nucleonics
AVIATION
Aviation Week and Space Technology
BUSINESS MANAGEMENT
Business Week
COAL MINING
Coal Age
CHEMICAL PROCESS INDUSTRIES
Chemical Engineering
Chemical Week
CONSTRUCTION
Construction Methods & Equipment
Engineering News-Record
DISTRIBUTION-INDUSTRIAL
Industrial Distribution
ELECTRICAL CONSTRUCTION AND MAINTENANCE
Electrical Construction & Maintenance
ELECTRICAL GOODS
Electrical Wholesaling
ELECTRICAL UTILITIES
Electrical World
Power
Electrical West
ELECTRONICS
Electronics
INSTRUMENTATION AND CONTROL
Control Engineering
MANUFACTURING PLANT OPERATION
Factory
METAL & NONMETALLIC MINING
Engineering and Mining Journal
E&MJ Metal & Mineral Markets
METALWORKING
American Machinist/Metalworking Manufacturing
OFFICE TRAINING
Today's Secretary
Business Education World
PETROLEUM
National Petroleum News
POWER
Power
Electrical World
Electrical West
PRODUCT DESIGN
Product Engineering
PURCHASING-INDUSTRIAL AND BUSINESS
Purchasing Week
TEXTILES
Textile World
TRUCK AND BUS FLEETS
Fleet Owner
OVERSEAS PUBLICATIONS
International Management (Latin America and European Editions)
The American Automobile
El Automovil Americano
Ingenieria Internacional Industria
Ingenieria Internacional Construccion
Metalworking Production (London)



Census report

Business Week
5/13/61

Biggest market ever coming up

Bumper crop of war babies, now nearing marrying age, will hit the market in full force by mid-'60s. Offsetting this will be a shortage of middle-age consumers

Back in the 18th Century, Alexander Pope, a high priest of the Age f Reason, in one of his
ts laid dow
20th

mankind is a man. That being the case, the char
lowing
ahead.

cenni

You don't have to look far to find business opportunities today!

And there's no better way to cover your prospects today... quickly... economically... successfully... than with consistent business publication advertising.

McGraw-Hill
PUBLICATIONS
McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

Now... authoritative proof American Weekly reaches further ... lives longer!

1 *Facts from the Nielsen Media Service:*

The American Weekly is read in more homes per copy than any syndicated Sunday supplement checked!

*homes per 100 copies**

American Weekly	*122*
Supplement B	*106*
Supplement C	*107*

The Nielsen Media Service clearly shows that there is a vast difference among Sunday magazines. Analysis of Nielsen findings points to the overall importance and influence of American Weekly's superior editorial product and advertising value.

**Based on ABC circulations in effect at time study was made. Source: Nielsen Media Service—July-December, 1960.*

2 *Facts from an analysis of one million reader responses:*

The American Weekly's active life extends weeks and months after date of issue!

35% to 50% of reader responses came in two weeks to four months, and more after issue date!

Now a broad and penetrating analysis of American Weekly reader responses directly supports the Nielsen findings. This 16-month study reveals a quality in American Weekly not generally conceded to Sunday magazines—*length of active life!* Throughout the wide variety of editorial responses analyzed, the pattern of long pull was constant, impressive. Variance was in degree only.

For full information on both these authoritative studies, call your American Weekly representative.

The **American Weekly**

BEST READ SUNDAY MAGAZINE

...and the most resultful

65th YEAR 1896-1961

June Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: *(mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.*

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960
Alabama Farmer: (mon)										
≠North Edition	5.7	——	43.4	——	4.273	——	32.813	——	4.216	——
≠South Edition	5.9	——	45.1	——	4.462	——	34.129	——	4.405	——
Average 2 Editions	5.8	——	44.3	——	4.367	——	33.471	——	4.310	——
American Agriculturist (sm)	16.5	20.1	180.5	212.8	12.034	14.612	131.415	154.920	9.950	12.660
§Arizona Farmer-Ranchman (bw)	56.8	62.2	297.6	349.5	43.000	47.069	225.011	264.258	42.063	46.355
Arkansas Farmer: (mon)										
≠Delta Edition	18.4	18.1	98.4	127.8	13.953	13.657	74.419	96.626	13.759	12.984
≠Western Edition	12.5	17.9	70.8	112.7	9.473	13.496	53.566	85.209	9.275	12.823
Average 2 Editions	15.5	18.0	84.6	120.3	11.713	13.577	63.993	90.918	11.517	12.903
Business Farming (mon)	17.8	29.9	179.4	221.9	8.031	13.471	80.726	99.838	7.302	12.015
§California Farmer: (sm)										
Central Valley Edition	42.4	39.9	214.5	218.4	34.681	32.648	170.106	178.366	33.862	31.558
Northern & Comb. Edition	53.3	47.2	260.0	242.5	40.341	38.577	197.543	198.751	39.580	37.487
Southern Edition	39.9	38.0	212.0	207.7	30.210	31.052	165.635	169.265	29.177	29.962
Average 3 Editions	45.2	41.7	228.8	222.8	35.077	34.092	177.761	182.127	34.206	33.002
Colorado Rancher & Farmer (sm)	27.1	28.8	243.9	257.4	20.463	21.841	184.355	194.821	19.349	21.050
Dakota Farmer (sm)	27.9	32.9	272.2	376.1	21.908	25.831	213.435	294.910	20.858	25.281
*Electricity on the Farm (mon)	11.5	12.9	46.3	64.2	3.967	4.448	16.068	22.167	——	——
The Farmer (sm)	54.8	56.5	534.5	542.8	42.977	44.307	419.018	425.547	39.179	40.770
Farmer-Stockman: (mon)										
≠Oklahoma Edition	27.6	21.8	218.3	208.2	20.945	16.577	165.932	158.288	19.331	15.307
≠Texas Edition	24.9	21.1	206.9	203.4	18.906	16.021	157.246	154.658	17.292	14.751
Average 2 Editions	26.2	21.4	212.6	205.8	19.926	16.299	161.589	156.473	18.312	15.029
Farm Journal: (mon)										
≠Central Edition	61.9	73.0	519.4	563.0	26.564	31.303	222.823	241.519	25.676	30.339
≠Eastern Edition	57.9	60.8	448.6	464.2	24.847	26.084	192.447	199.124	23.959	25.120
≠Southeastern Edition	49.3	51.3	364.6	383.3	21.129	22.007	156.410	164.428	20.241	21.043
≠Southwestern Edition	51.9	55.0	374.3	391.1	22.273	23.581	160.561	167.791	21.385	22.617
≠Western Edition	56.8	63.3	440.9	476.5	24.347	27.156	189.160	204.401	23.459	26.192
Average 5 Editions	55.6	60.7	429.6	455.6	23.832	26.026	184.280	195.453	22.944	——
‡Farm Quarterly (q)	——	——	210.5	212.2	——	——	97.251	98.036	44.100	39.917
Farm & Ranch—Southern Agriculturist: (mon)										
≠Southeastern Edition	20.8	25.6	200.5	222.8	8.926	10.997	86.015	95.599	7.329	9.814
≠Southwestern Edition	22.5	30.4	199.6	229.3	9.665	13.036	85.637	98.374	8.025	11.809
Average 2 Editions	21.5	27.5	200.2	225.4	9.214	11.792	85.866	96.679	7.601	10.593
Georgia Farmer: (mon)										
≠North Edition	6.0	11.1	54.2	92.2	4.552	8.335	40.971	69.719	4.472	8.207
≠South Edition	7.7	12.8	69.2	107.2	5.819	9.637	52.343	81.054	5.739	9.509
Average 2 Editions	6.8	12.0	61.7	99.8	5.185	8.986	46.657	75.386	5.105	8.858
*Indiana Farmer (mon)	10.9	10.9	117.6	99.5	8.306	8.349	90.317	76.414	7.106	6.756
§Kansas Farmer (sm)	36.9	28.7	260.5	220.7	28.354	22.056	200.042	169.502	26.476	20.359
Kentucky Farmer (mon)	6.8	13.6	87.7	125.4	5.257	10.421	67.338	96.283	4.325	9.194
Michigan Farmer (sm)	27.6	40.0	326.0	354.8	21.178	30.709	250.339	272.455	17.130	26.248
Mississippi Farmer: (mon)										
≠Delta Edition	11.6	12.2	57.9	97.2	8.756	9.187	43.818	73.499	8.666	9.034
≠Eastern Edition	7.4	11.3	40.2	80.2	5.578	8.578	30.406	60.673	5.488	8.425
Average 2 Editions	9.5	11.8	49.1	88.8	7.167	8.882	37.112	67.086	7.077	8.730
*§Missouri Ruralist (sm)	31.1	19.7	244.0	224.2	23.908	15.127	187.415	172.226	22.406	13.090
Montana Farmer-Stockman (sm)	36.0	51.3	330.4	373.2	27.212	38.748	249.815	282.122	23.201	35.213
Nebraska Farmer (sm)	49.1	49.8	524.5	531.7	37.130	37.653	396.639	402.149	35.359	33.733
††§New England Homestead (sm)	16.4	19.8	121.9	147.3	11.481	13.863	79.493	103.082	9.123	12.241
New Mexico Farm & Ranch (mon)	19.8	24.7	126.0	136.4	15.008	18.721	95.428	103.362	14.896	18.581
Ohio Farmer (sm)	30.1	38.5	401.7	421.3	23.098	29.562	308.474	323.520	18.301	24.278
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	36.9	36.9	215.2	222.9	27.913	27.931	170.242	168.545	26.893	26.631
The Oregon Farmer	33.7	33.3	198.1	205.1	25.488	25.203	149.764	155.087	24.447	23.692
The Utah Farmer	35.9	34.2	216.1	216.4	27.157	25.854	163.353	163.630	25.253	24.288
The Washington Farmer	36.2	35.4	205.8	221.8	27.373	26.758	155.619	167.713	26.249	25.336
§Pennsylvania Farmer (sm)	32.4	31.1	293.7	298.1	24.889	24.003	225.536	228.946	21.121	20.486
Prairie Farmer: (sm)										
≠Illinois Edition	48.1	55.9	616.6	604.4	34.952	40.700	448.890	440.022	27.909	32.690
≠Indiana Edition	46.1	53.4	571.6	580.1	33.574	38.880	416.168	422.366	26.531	30.870
Average 2 Editions	33.3	54.6	580.3	592.2	24.263	39.790	422.529	431.194	27.220	31.780
Progressive Farmer: (mon)										
≠Carolinas-Virginia Ed.	54.3	60.6	434.7	490.5	36.935	41.198	295.613	333.564	35.375	39.638
≠Ga.-Ala.-Fla. Edition	54.3	62.2	442.7	489.4	36.943	42.300	301.067	332.803	35.517	40.867
≠Ky.-Tenn.-W. Va. Ed.	53.2	59.6	403.1	452.5	36.151	40.547	274.132	307.725	34.716	39.129
≠Miss.-Ark.-La. Edition	57.3	60.2	409.7	443.5	38.943	40.959	278.571	313.291	37.655	39.680
≠Texas Edition	56.0	65.8	403.6	461.1	38.066	44.798	274.445	313.522	36.687	43.365
Average 5 Editions	55.0	61.7	418.8	467.4	37.408	41.961	284.767	317.835	35.990	40.536
§Rural New Yorker: (mon)										
New York-New England Ed.	19.2	19.2	120.5	126.4	14.652	14.547	91.925	96.542	11.879	11.723
Penn.-Jersey Farming Ed.	17.7	18.2	106.9	116.5	13.504	13.898	78.832	88.775	10.731	10.978
Southern Planter: (mon)										
≠Va., W.Va., Md., Del. Ed.	12.1	14.4	150.2	158.6	8.486	10.114	105.225	111.015	8.102	9.808
≠N. Car., S. Car., Ga. Ed.	8.5	13.0	113.3	133.8	5.917	9.120	79.306	93.587	5.533	8.814
Average 2 Editions	10.3	13.7	131.8	146.2	7.202	9.617	92.266	102.301	6.818	9.311
Successful Farming (mon)	44.5	64.6	427.1	491.0	20.041	29.052	192.197	220.955	19.453	28.424
*Tennessee Farmer & Homemaker (mon)	4.0	11.3	56.9	91.3	3.150	8.714	43.719	70.123	2.648	7.787
Wallaces' Farmer (sm)	46.9	55.9	561.6	592.8	36.735	43.821	440.256	464.747	33.107	41.186
‡‡§Weekly Star Farmer: (w)										
Kansas Edition	14.7	14.2	79.6	82.7	36.505	35.125	196.214	203.810	17.417	17.912
Missouri Edition	13.2	14.5	79.4	87.5	32.889	35.765	195.576	205.710	15.858	19.950
Okla.-Ark. Edition	12.2	12.1	65.8	70.9	30.304	29.835	162.077	174.628	14.961	16.434
Average 3 Editions	13.3	13.6	74.9	79.0	33.233	33.575	184.622	194.716	16.079	18.099
Western Crops & Farm Management (mon)	24.8	23.7	172.5	157.0	10.653	10.157	74.285	67.361	10.653	10.157
Western Farm Life: (sm)										
≠Regular Edition	16.5	12.0	112.5	114.9	12.949	9.402	88.217	90.100	10.267	7.218
≠Eastern Edition	19.2	14.4	142.2	149.8	15.056	11.328	111.506	117.260	12.374	9.144
Average 2 Editions	17.9	13.2	127.4	132.2	14.003	10.365	99.862	103.680	11.320	8.181
Wisconsin Agriculturist & Farmer (sm)	35.0	37.4	403.1	403.3	27.448	29.352	316.015	316.183	26.816	28.906
Wyoming Stockman-Farmer (mon)	41.2	40.4	294.5	270.2	32.368	30.576	228.772	206.192	28.652	27.561
Total Group	789.7	937.8	7,837.3	8,469.0	541.244	637.640	5.408.254	5.829.110	540.599	595.638

≠Not included in totals. **§Not included in totals**; as June figures were unavailable as this issue went to press May figures are shown. †Five issues **January-June 1961**; six issues January-June 1960. ‡Published quarterly in February, May, August and November. *Changed **from 784-line page** to 768-line page January 1961. ††One issue May 1961; two issues May 1960. ‡‡Ceased publication **with May 24, 1961** issue. **Changed from 760-line page to 768-line page January 1961.

Newspaper-Distributed Farm Sections

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960
Iowa Farm & Home Register (mon)	9.1	13.8	86.3	112.3	9.146	13.750	86.327	112.328	8.850	13.464
Texas Ranch & Farm (mon)	9.2	13.4	76.8	101.0	9.184	13.384	76.804	101.010	9.002	12.586
Total Group	18.3	27.2	163.1	213.3	18.330	27.134	163.131	213.338	17.852	26.050

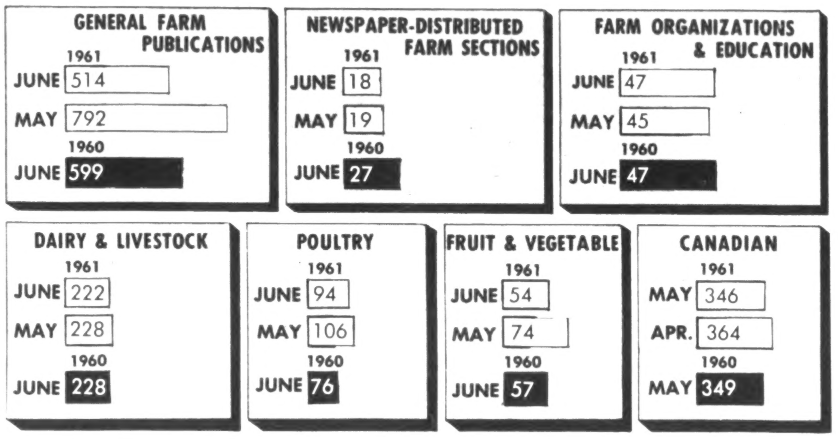
Farm Organizations and Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960
Agricultural Leaders' Digest (mon)	5.4	5.0	42.4	45.0	2.358	2.145	18.239	19.376	2.358	2.145
Better Farming Methods: (mon)										
≠Eastern Edition	15.2	11.1	117.6	132.5	6.518	4.757	50.432	56.834	6.518	4.757
≠Central Edition	16.9	12.1	143.1	115.9	7.255	5.186	61.384	62.595	7.255	5.186
≠Southern Edition	16.2	11.4	127.5	141.6	6.947	4.900	54.713	60.753	6.947	4.900
≠Western Edition	16.5	11.1	103.5	131.6	7.087	4.757	44.411	56.461	7.087	4.757
Average 4 Editions	16.2	11.4	122.9	137.9	6.952	4.900	52.736	59.161	6.952	4.900
Buckeye Farm News (mon)	14.4	11.6	94.3	84.9	6.482	5.220	42.573	38.315	——	——
County Agent & Vo-Ag Teacher (mon)	19.7	18.9	137.5	139.3	8.470	8.102	59.005	59.760	8.470	8.102
§Iowa Farm Bureau Spokesman (w)	46.5	53.8	284.5	297.0	47.198	54.607	288.550	301.455	45.080	54.607
Missouri Farmer (mon)	9.2	12.7	68.6	74.3	3.879	5.351	29.276	31.225	2.951	4.601
National 4-H News (mon)	13.3	16.4	92.8	118.1	5.682	6.879	38.993	49.614	5.682	6.879
National Future Farmer (bm)	26.9	29.3	89.5	112.5	11.623	12.605	38.682	48.768	11.623	12.605
†Nation's Agriculture (mon)	3.6	5.1	32.1	37.3	1.571	2.224	13.769	16.054	1.001	1.699
§Washington Grange News: (sm)										
East Edition	17.2	21.5	71.5	75.3	18.620	23.352	77.742	81.379	18.228	22.932
West Edition	17.1	21.8	69.3	73.4	18.550	23.632	75.264	79.029	18.158	23.212
Average 2 Editions	17.1	21.6	70.4	74.4	18.585	23.492	76.548	80.604	18.193	23.072
Total Group	108.7	110.4	680.1	749.3	47.017	47.426	293.273	322.273	39.037	40.931

≠Not included in totals. §Not included in totals; as June figures were unavailable as this issue went to press May figures are shown. †Changed from 450-line page to 429-line page April 1961.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960
American Livestock Journal: (mon)										
≠National Edition	10.4	15.7	82.9	113.3	4.493	6.714	35.594	48.600	3.950	5.287
≠Regional ≠1 Edition	10.4	15.8	82.9	118.9	4.493	6.770	35.594	51.010	3.950	5.037
Average 2 Editions	10.4	15.7	82.9	116.1	4.493	6.742	35.594	49.811	3.950	5.007
The Cattleman (mon)	71.5	74.2	533.9	538.0	30.013	31.168	224.204	226.060	12.110	11.253
§Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago	17.3	19.1	133.1	148.8	37.338	41.082	286.992	322.800	18.300	25.867
The Drovers Telegram, Kansas City	20.7	16.2	122.1	129.3	44.566	35.068	263.242	278.838	23.347	22.443
The Stockman's Journal, Omaha	21.4	21.0	148.3	161.1	46.145	45.309	319.702	347.277	27.511	34.768
The Livestock Reporter, St. Louis	12.9	12.1	96.8	112.9	27.713	26.023	208.670	243.317	14.727	16.602
§Dairymen's League News (bw)	12.2	11.5	52.1	71.7	8.886	8.469	37.923	52.164	8.217	7.944
Feedlot (mon)	23.4	17.4	142.3	98.8	9.814	7.294	59.794	41.496	9.814	7.252
Florida Cattleman (mon)	65.3	64.7	393.0	461.4	27.400	27.155	165.064	193.809	19.876	19.367
Hoard's Dairyman (sm)	44.9	44.2	368.3	417.3	32.693	32.177	268.104	303.828	27.852	26.682
Livestock Breeder Journal (mon)	37.0	41.5	372.1	387.6	15.456	17.388	160.692	165.984	2.212	2.226
National Hog Farmer (mon)	20.3	19.8	155.8	148.1	20.605	20.097	158.127	150.322	20.110	19.748
National Livestock Producer (mon)	11.8	10.9	109.9	118.1	8.614	7.995	81.973	92.482	8.082	7.393
Western Dairy Journal (mon)	31.8	46.6	184.6	244.9	16.635	19.985	82.256	104.551	9.243	10.234
Western Livestock Journal: (mon)										
Mts. & Plains Edition	66.3	71.9	364.7	422.5	28.421	30.860	156.513	181.307	5.468	7.305
Pacific Slope Edition	64.8	62.9	533.8	527.6	27.815	26.970	229.094	226.334	6.591	10.366
§Western Livestock Reporter (w)	30.6	18.9	191.0	175.0	41.126	25.402	255.359	235.170	22.834	9.324
Total Group	477.5	469.8	3.241.3	3.480.4	221.959	227.831	1.621.415	1.735.981	125.308	126.835

≠Not included in totals. §Not included in totals; as June figures were unavailable as this issue went to press May figures are shown. †20 issues May 1961; 21 issues May 1960. ‡Four issues May 1961; five issues May 1960.

Poultry

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960
American Poultry Journal: (mon)										
≠Egg Producer Eastern Edition	5.6	10.0	71.6	96.6	2.400	4.283	30.722	41.451	2.386	4.022
≠Egg Producer Midwest Edition	5.8	10.6	72.7	109.5	2.486	4.557	31.204	46.967	2.472	4.336
≠Egg Producer Pacific Edition	7.5	11.9	75.5	108.8	3.223	5.116	32.379	46.691	2.500	4.183
≠Egg Producer Southern Edition	6.5	11.5	75.7	112.5	2.775	4.944	32.460	48.276	2.332	4.294
≠Broiler Producer Edition	2.4	6.5	41.8	61.5	1.051	2.791	17.971	26.377	1.051	2.598
≠Turkey Producer Edition	4.3	9.7	63.7	87.9	1.839	4.163	27.324	37.707	1.839	3.970
Average 6 Editions	5.4	10.0	64.8	96.1	2.296	4.309	27.781	41.245	2.096	3.734
Broiler Business (mon)	25.5	25.0	187.6	148.7	10.942	10.707	80.461	63.794	8.649	9.849
Broiler Industry (mon)	25.0	23.5	192.1	173.1	11.278	10.598	86.521	77.945	8.278	8.845
†Everybodys Poultry Magazine (mon)	15.6	——	121.4	——	6.710	——	52.103	——	5.634	——
‡Georgia Poultry Times (w)	34.5	24.0	173.8	161.4	36.834	25.662	184.184	160.958	28.644	23.706
§The Poultryman: (w)										
Dixie Edition	14.8	10.7	99.2	74.1	16.054	11.654	107.586	80.403	7.700	5.533
National Edition	13.9	9.4	87.5	68.3	15.137	10.205	94.984	74.145	7.420	4.833
New England Edition	17.8	12.3	111.3	88.5	19.309	13.397	120.773	96.090	10.234	7.626
New Jersey Edition	16.9	14.7	106.4	107.4	18.290	15.984	115.446	116.507	9.647	9.254
Poultry Tribune: (mon)										
≠Eastern Edition	23.4	21.3	210.7	222.7	10.051	9.144	90.403	95.533	8.127	7.579
≠Midwest Edition	23.9	23.7	208.6	224.1	10.245	10.146	89.491	96.149	8.419	8.792
≠Pacific Edition	40.8	36.6	261.4	275.3	17.508	15.715	112.153	118.122	12.251	11.543
≠Southeast Edition	32.0	25.6	244.7	255.3	13.713	10.968	104.957	109.528	10.600	8.330
≠Southwest Edition	26.0	22.8	199.5	219.6	11.164	9.765	85.567	94.199	8.623	7.699
Average 5 Editions	29.2	26.0	225.0	239.4	12.536	11.147	96.515	102.706	9.604	8.788

(Continued on Page 74)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960
Turkey World: (mon)										
≠Central Edition	33.7	31.5	301.3	262.9	14.452	13.505	129.239	112.770	12.847	11.863
≠Eastern Edition	30.5	31.2	282.6	256.4	13.095	13.399	121.253	109.986	11.846	12.225
≠Western Edition	31.5	29.7	284.3	257.2	13.521	12.723	121.957	110.321	12.342	11.653
Average 3 Editions	31.9	30.8	289.4	258.8	13.689	13.209	124.150	111.026	12.345	11.914
Total Group	167.1	139.3	1.254.1	1.077.5	94.285	75.632	651.715	557.674	75.250	66.836

≠Not included in totals. §Not included in totals; as June figures were unavailable as this issue went to press May figures are shown. †June and July 1960 issues combined; no figures are available for tabulation. ‡Five issues June 1961; four issues June 1960.

Fruit & Vegetable

American Fruit Grower (mon)	24.0	23.2	193.4	237.5	10.349	10.043	83.532	102.606	9.748	9.583
American Vegetable Grower (mon)	24.3	20.4	181.5	182.1	10.612	8.821	78.400	78.667	10.177	8.493
California Citrograph (mon)	18.5	26.8	132.7	135.1	12.432	17.976	89.334	90.716	12.044	17.668
Florida Grower & Rancher (mon)	12.0	12.1	126.5	155.9	8.170	8.221	86.033	106.040*	7.393	7.368
†Vegetable Growers Messenger (bm)	——	——	40.3	25.3	——	——	16.920	10.626	——	——

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960
Western Fruit Grower (mon)	29.9	29.1	206.6	203.0	12.558	12.222	96.786	85.260	——	——
Total Group	108.7	111.6	881.0	938.9	54.121	57.283	451.005	473.915	39.362	43.112

†Published bi-monthly; cumulative figures shown are for May issue.

Canadian (May)

	Total Advertising, in Pages				Total Advertising, in Lines					
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960
Le Bulletin des Agriculteurs (mon)	52.2	56.9	246.8	289.0	36.577	39.835	172.869	202.333	36.577	39.835
Country Guide (mon)	41.5	46.4	213.0	222.4	29.864	33.388	153.386	160.150	29.864	33.388
Family Herald (w)	73.7	80.0	372.3	393.6	71.902	78.045	362.933	383.785	50.456	55.570
Farmer's Advocate & Canadian Countryman (sm)	43.6	41.0	210.4	227.8	30.542	28.733	147.309	159.442	25.181	23.067
‡Free Press Prairie Farmer (w)	103.8	90.4	479.2	495.2	115.484	99.560	530.534	545.710	54.853	53.110
Western Producer (w)	57.3	64.4	317.0	355.2	61.304	68.955	339.185	380.080	38.449	44.768
Total Group	372.1	379.1	1.838.7	1.983.2	345.673	348.516	1.706.216	1.831.500	235.380	249.738

‡Five issues May 1961; four issues May 1960.

Gold Label Cigars Promoted as Cuban, Yet Less Costly

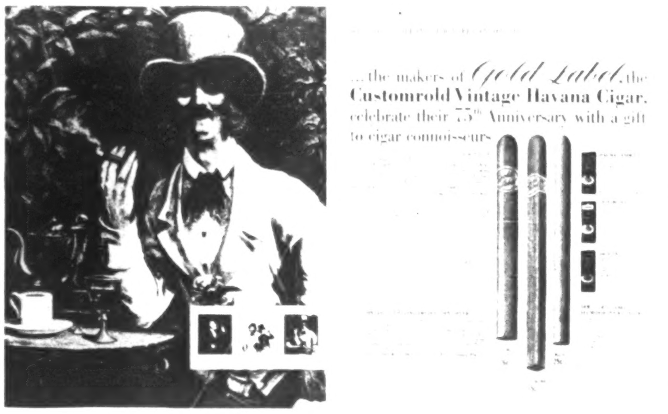
NEW YORK, June 23—A b&w spread for Gold Label cigars in the *New York Times Magazine* on Sunday will mark Stage 2 of a silent revolution in the Cuban tobacco business.

The ad contains a premium offer of three lithographs with a pack of cigars, for the price of the cigars only. The offer expires July 31.

Back of the spread, placed by Gradiaz, Annis y Cai, Tampa, is the not-much-talked-about fact that a U.S. manufacturer has entrenched itself in the export market—and is selling pure Havana cigars cheaper than the Cubans.

Primarily, the ad is timed to precede the July 1 lifting of the New York state tax on cigars. But strictly it is marking a sequel to the company's controversial page in the *Times Magazine* and *Newsweek* in October, 1959.

That ad, rejected by *The New Yorker* because of "political overtones," carried the headline: "Rebellion in Cuba touches off a revolution in cigar smoking." Copy said the company used only vintage clear Havana tobaccos from the island's chief estates and employed people of Cuban ancestry. "They make Gold Label cigars in 67 different sizes and shapes and, except for the price, everything about every one of them is imported. Even the bands."



...the makers of Gold Label, the Customrold Vintage Havana Cigar, celebrate their 75th Anniversary with a gift to cigar connoisseurs

ANNIVERSARY OFFER—*The Gold Label b&w spread with premium offer is in the New York Times Magazine June 25.*

■ Further, the ads pointed out, the Florida-produced cigars cost 25% to 50% less than if they were made in Havana. In fact, Gradiaz, Annis claimed, "New devotees frequently find them more enjoyable than their erstwhile imported favorites."

Rumbles of the "revolution ad" reached Havana, where local manufacturers shouted foul play. "The ad was certainly not overlooked in Cuba," said Morton L. Annis, vp and chief executive officer of the company. "But it would be impolitic to make any comment on the reaction of Cuban officials or spokesmen for the Cuban tobacco industry."

On the home front, however, the reaction to the ad was "immediate and tremendously enthusiastic." Mr. Annis added: "Inasmuch as tobacco dealers constitute an accurate barometer in such matters, I'd say the acceptance of the ad and its approach was overwhelmingly favorable."

■ Mr. Annis said that as a result of the ad, Gold Label sales increased 26%, and now represent 12% of the national market in Havana cigars retailing for over 20¢.

(According to the Cigar Manufacturers' Assn., the total of Class G—over 20 cents—cigars shipped from Cuba to the U.S. in 1960 was 21,286,900 units. This was 96% of the total Cuban cigar export to the U.S. However, in addition to this, the dozen Tampa manufacturers alone hand-make something like 75% of all Cuban cigars smoked in the U.S., which gives Gradiaz a sizable share of the high-price, quality market.)

Another consequence of the "revolution ad" was that worldwide inquiries began trickling into the Gradiaz offices. "We are definitely in the export market to stay," Mr. Annis said.

"The overseas potential for Gold Label is excellent over-all, but variable from market to market," Mr. Annis said. "Some markets have experienced no difficulty in importing quality cigars, while others are in short supply. Actually, we believe our brand is fine enough in its own right to do well in foreign markets, irrespective of any shortage that may exist."

■ Currently, Gold Label is being shipped to Argentina, Bermuda, Britain, the Far East, Germany, Kuwait, Puerto Rico, South Africa, and the Virgin Islands.

Stage 2 of the new Gradiaz marketing strategy is marked by the *Times' Magazine* spread, which carries the "revolution" theme a subtle step further. The ad announces that, "with deep pride in their American heritage," Gradiaz is still in the business of "using only the choicest leaf from its vast reserve of vintage clear Havana tobacco."

Copy now has it both ways. The pure Havana product, while still made only by people of Cuban ancestry, is "made in America by American workmen."

■ Primarily, the *Times* ad and premium offer are a test which may provide the basis of a fall campaign.

Mogul, Williams & Saylor is the agency on the account, described as billing over $100,000 "for the past few years." ≠

Ross Roy-BSF&D Gets Queen Products Division

Ross Roy-BSF&D has been named to handle Queen Products division of King-Seeley Thermos Co., Ann Arbor, Mich., effective July 15. Queen Products, Albert Lea, Minn., makes automatic ice machines, deburring and metal-finishing equipment. Colle & McVoy Advertising Agency, Minneapolis, had the account. King Seeley also uses Charles W. Hoyt Co. and Howell & Young Advertising, for other divisions.

Conroy, Dugan Join Geyer

Robert B. Conroy has joined Geyer, Morey, Madden & Ballard as marketing specialist in the western division, headquartered in Racine, Wis. He was formerly national field director of N. W. Ayer & Son, Detroit, and earlier, a vp of Grant Advertising. James T. Dugan, formerly with Caterpillar Tractor Co., Peoria, Ill., also has joined Geyer's western division as industrial marketing executive in charge of the J. I. Case industrial account.

Underwood Names Waterstradt

Wayne W. Waterstradt has been promoted from southern division sales manager to assistant to the vp of marketing of Wm. Underwood Co., Watertown, Mass., producer of canned deviled ham, liver pate and other products.

The WESTERN HORSEMAN

THE WESTERN HORSEMAN
Readers Own 936,743
Head Horses,
8,166,000 Head Cattle

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

WHAT!
the new KAKC
FIRST AGAIN!
That makes
almost
*5 Years
in a
Row!

Yes sir, and to top it off, advertisers who use the new KAKC are selling like never before because the new KAKC is not only the "Quality" station in the Tulsa market but also the "Quantity" station. Yes, you get the best of everything when you use the new KAKC. It's the best "IMAGE BUY" in Tulsa and Northeastern Oklahoma, too. It's been that way quite awhile . . . and we intend to keep it that way.

*According to Hooper and Pulse.

Hi, I'm K. A. Casey . . . offering you the best radio "buy" in Tulsa. Why not call your Adam Young representative and see for yourself.

FIRST IN TULSA

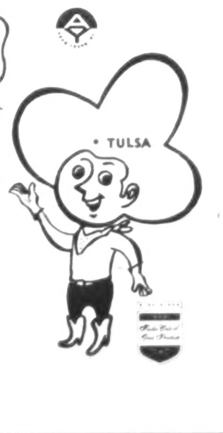
the new KAKC Dial 970

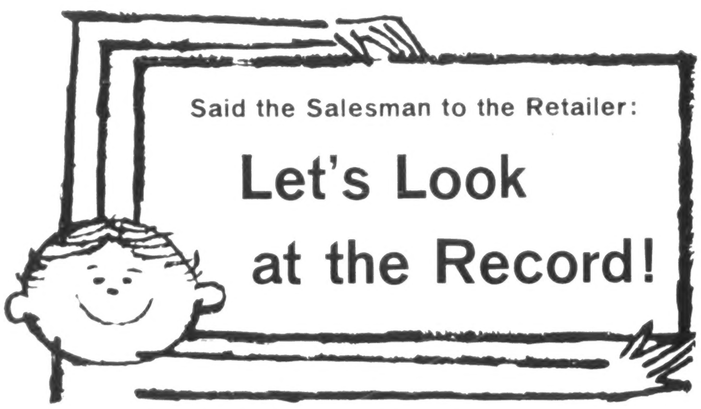
A Public Radio Corp. STATION

KIOA
DES MOINES

KBEA/KBEY-FM
KANSAS CITY

KAKC
TULSA





Said the Salesman to the Retailer:
Let's Look
at the Record!

Paste-Ups of Ads for Salesmen

When your salesman visits a dealer—does he have live "ammunition"? What a surprise it would be to the dealer if your salesman was to pull out his ACB Service Folder, which contains a Paste-Up of all dealer ads in his territory, so the retailer could see all pertinent competing ads that appeared in his city as compared with his own. Ads are mounted on an accordion fold. A salesman is sure of his ground as to what's going on locally and can perk-up lagging dealers.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

"Why the big meeting?"

"They're studying the new machine tool."

"I know. But why the President and 3 Vice Presidents . . . of Production, Engineering, and Purchasing?"

"All of them got into buying it."

"But each has a different point of view?"

"Sure. But each can appreciate the others', because each keeps up to date in the same way."

"How's that?"

"They all read the IRON AGE."

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

Put the Emphasis on MEMPHIS because Memphis Newspapers deliver a 1-2 PUNCH:

① COMPLETE COVERAGE of the 620,000 population in the Memphis Metro Area—a mighty market in itself, PLUS

A 75 COUNTY BONUS MARKET

② TREMENDOUS IMPACT on 75 surrounding counties containing 1,918,457 MORE people.

GRAND TOTAL—Over 50% combined daily coverage of a 76-County Market with over 2,500,000 people! A good buy!

Buy MEMPHIS . . .
Buy MEMPHIS Newspapers!

●

THE COMMERCIAL APPEAL
•
MEMPHIS PRESS-SCIMITAR
MEMPHIS, TENNESSEE
SCRIPPS-HOWARD NEWSPAPERS

AAW to Announce Ad Awards in Seattle

SEATTLE, June 23—Advertising awards in nine different media categories will be announced at the 58th annual convention of the Advertising Assn. of the West here June 25-29.

Most of the awards are sponsored by various media groups in conjunction with AAW. In the list below are the first prize winners, with agencies, production companies and personnel involved:

Newspaper Advertising Awards

General Advertisements

B&W

Over 640 lines: Advertiser: Pacific Telephone & Telegraph Co., San Francisco. Advertising manager: Harry L. Bright. Agency: Batten, Barton, Durstine & Osborn. Copywriters: Roger Verran, Ralph Miller. Art director: Bob Watkins. Caption: "There is only one way to go shopping . . ."

Under 640 lines: Advertiser: Western Airlines, Los Angeles. Advertising manager: Bert Lynn. Agency: BBDO. Copywriter: Toby Sacher. Art director: Earl Soto. Caption: "Topper."

R.O.P. Color

Advertiser: Scudder Food Products, Anaheim, Cal. Advertising manager: Arthur A. Kattan. Agency: Campbell-Mithun. Copywriters: Jim Gilmore, Ken Oelschlager. Art director: Steve Griak. Caption: "Wampum's Here!"

Color Supplement

Advertiser: California Packing Corp., San Francisco. Advertising manager: E. M. Runyon. Agency: McCann-Erickson. Copywriter: Grace Imbert. Art director: Don Putman. Caption: "Crunchy bread, good beef . . ."

Retail Advertisements

In cities over 75,000 population: Advertiser: May Co., Los Angeles. Advertising manager: Maggie Pexton Murray. Agency: None. Copywriter: Gena Melin. Art director: Bruce Melin (Melin Galleries). Caption: "May Co. Mission Valley opens Feb. 20."

In cities up to 75,000 population: Advertiser: Hillsdale Shopping Center, San Mateo, Cal. Advertising manager: William W. Callahan. Agency: Early Co. Copywriter: Jack Early. Art director: Robert Murray. Caption: "Whale of a sale."

Consumer Magazine Awards

Full Page or Larger

Advertiser: Hunt Foods & Industries, Fullerton, Cal. Advertising manager: Fritz Ohliger. Agency: Young & Rubicam. Copywriter: Paul Waddell. Art director: Robert Wheeler. Caption: "Little girl in blue."

Less Than Page Ads

Advertiser: Adolph's Ltd., Burbank. Advertising manager: Joseph Bergman. Agency: McCann-Erickson. Copywriter: William Bateman. Art director: John Whyte. Caption: "Lose 18 calories in two sweet shakes."

Outdoor Advertising Awards

Painted Bulletins

Advertiser: Standard Oil Co. of California. Advertising manager: M. A. Mattes. Agency: BBDO. Idea originator: Dave Jeffords. Art director: Nick Carter. Artist: Gus Colichidas. Caption: "We welcome the smallest jobs."

Posters

Advertiser: Competition Motors, Hollywood. Advertising manager: Earl Gandel. Agency: Doyle Dane Bernbach. Idea originator: Si Lam, Janet Boden. Art director: Si Lam. Artist: Max Yavno. Caption: "Small wonder."

Max Schmidt Memorial Awards for Poster Art Excellence

Advertiser: Lucky Lager Brewing Co., San Francisco. Advertising manager: Angus McIsaac. Agency: McCann-Erickson. Idea and art director: Don Putman. Artist: Bill Kapra. Caption: "The real lager beer."

Television Awards

Animated

60-Seconds

Advertiser: Bank of America, San Francisco. Advertising manager: Charles B. Stuart. Agency: Johnson & Lewis. Originator of idea & copy: Alan Alch. Creator of visual treatment: Alan Alch. Producer: Film Fair, Hollywood. Caption: "BankAmericard."

20-Seconds

Advertiser: California Chemical Co., Ortho div., Richmond. Advertising manager: L. F. Czufin. Agency: McCann-Erickson. Originator of idea & copy: John Magnuson. Producer: Imagination Inc., San Francisco.

10-Seconds or Less

Advertiser: Culligan Inc., Northbrook, Ill. Advertising manager: Ken Edwards. Agency: Alex T. Franz Inc. Originator of idea & copy: Dallas M. Williams. Creator of visual treatment: Lee Mishkin. Producer: Dallas Williams Productions, Los Angeles. Caption: "Hey Culligan Man."

Live

60-Seconds

Advertiser: Ralston Purina Co., St. Louis. Advertising manager: Robert Eskridge. Agency: Guild, Bascom & Bonfigli. Originator of idea & copy: Maxwell D. Arnold. Creator of visual treatment: Randy Grochoske. Producer: Flagg Films, Hollywood. Caption: "The mysterious Dr. Chex."

20-Seconds

Advertiser: Sunkist Growers, products department, Los Angeles. Advertising manager: Russell Z. Eller. Agency: Foote, Cone & Belding. Originator of idea & copy: Copy group, FC&B. Creator of visual treatment: Dick Clarke. Producer: Screen Gems, Hollywood. Caption: "Strawberry-lemon."

10-Seconds or Less

Advertiser: Purex Corp., South Gate, Cal. Advertising manager: Leslie C. Bruce Jr. Agency: Foote, Cone & Belding. Originator of idea & copy: Douglas Easterberg. Creator of visual treatment: Douglas Easterberg. Producer: Cascade Pictures, Hollywood. Caption: "Two Bottles."

Local

Advertiser: Peter McKay Motors, New Westminster, B.C. Advertising manager: Peter McKay. Agency: KVOS (Canada). Idea, copy, visual treatment: KVOS (Canada). Producer: J. V. Gettles, Vancouver. Caption: "NSU Printz."

Color

Advertiser: Carnation Co., Los Angeles. Advertising manager: Paul H. Willis. Agency: Erwin Wasey, Ruthrauff & Ryan. Creator of visual treatment: Bernard Gruver, Playhouse Pictures. Producer: Playhouse Pictures, Hollywood. Caption: "A royal secret."

Business Publication Awards

Full Page or Spread

Advertiser: Hughes Aircraft Co., Culver City, Cal. Advertising manager: James Beam. Agency: Foote, Cone & Belding. Copywriter: Henry V. Lukas. Art director: Ken Siefried. Caption: "How to read" "The mystery of radiation."

Less Than Page Ads

Advertiser: Pacific Telephone & Telegraph Co. Advertising manager: Harry L. Bright. Agency: BBDO. Copywriter: Faith Veith. Art director: Robert Watkins. Caption: "Look in the Yellow Pages."

Farm Paper Awards

Advertiser: California Chemical Co., Ortho division, Richmond, Cal. Advertising manager: L. F. Czufin. Agency: McCann-Erickson. Copywriter: Nicola Kent. Art director: Stan Dann. Caption: "Stone dead in seconds."

Radio Advertising Awards

Regional/National

Advertiser: Brown & Haley Candy Co., Tacoma. Advertising manager: F. Haley. Agency: Miller, Mackay, Hoeck & Hartung. Copywriter: Roger Bye. Producer: Radio Recorders, Hollywood. Caption: "Mountain bar ballad."

Local

Advertiser: Assumption Abbey Wine Co., Guasti, Cal. Agency: Walker Saussy Inc. Copy & production: Ad-Staff, Hollywood. Caption: "Gregorian chant."

Direct Mail Advertising Awards

Multi-Color

Advertiser: Kaiser refractories & chemicals division, Oakland. Advertising manager: Walter C. Welsh. Agency: Allen, de St. Maurice & Spitz. Copywriter: Robert L. Levine. Art director: Edward de St. Maurice, Rex Simmons. Caption: "K R Hiheat, E.S.Q."

B&W or Single Color

Advertiser: Smith Co., San Francisco. Advertising manager: Richard Smith. Agency: Smith Co. Copywriter: Barbara Bates. Art director: Shirley Madsen. Caption: "Baby cards."

Transit Advertising Awards

Class I—Los Angeles, San Francisco

Car Cards

Advertiser: Bank of America. Advertising manager: Charles R. Stuart. Agency: Johnson & Lewis. Art director: Mario Risso. Idea & copy: Daniel H. Lewis. Caption: "Pay in writing."

King Size Posters

Advertiser: San Francisco Zoological Society. Advertising manager: Neville Rich. Agency: Hoefer, Dieterich & Brown. Idea & art director: Tom Feldhahn. Copywriter: James Nelson. Caption: "Ride the Muni to the zoo."

Other Outside Displays

Advertiser: Pacific Telephone & Telegraph Co. Advertising manager: Harry L. Bright. Agency: BBDO. Art director: Marshall Potter. Copywriter: Jim Benedict. Idea originators: Jim Benedict, Marshall Potter. Caption: "Find warehouses (or burglar alarms) fast."

Class II—All other cities

Car Cards

Advertiser: Arizona Public Service Co., Phoenix. Advertising manager: Sherman R. Payne. Agency: None. Idea originator: Lawrence L. Roeser. Caption: "Chases the chill."

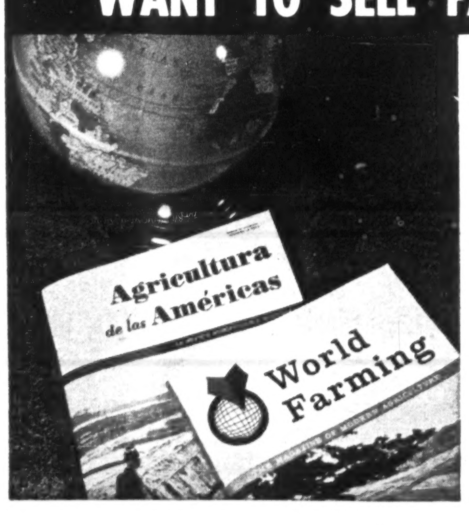
King Size Posters

Advertiser: South Shore [illegible], Alameda, Cal. Advertising manager: James Armor. Agency: Early Co. Art director: Robert Murray. Idea & copy: Jack Early. Caption: "New fashion headquarters."

Other Outside Displays

Advertiser: B. C. Electric Co., Vancouver. Advertising manager: Erl Campbell. Agency: Cockfield, Brown & Co. Idea, art & copy: E. Stuart Fox. Caption: "Tired of the same old line?" ≠

WANT TO SELL FARMERS OVERSEAS?



Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | WORLD FARMING

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

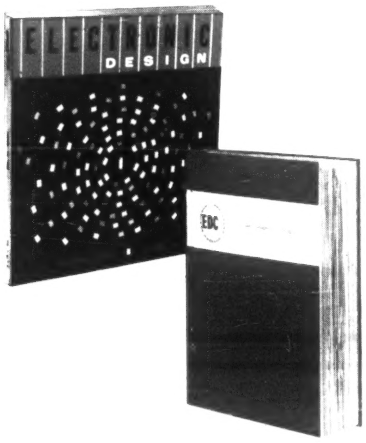
when the ELECTRONIC DESIGN engineer

SPECIFIES

his company BUYS

Each issue of ELECTRONIC DESIGN (every two weeks) taps another $192,000,000 worth of market. Because *SPECIFICATION* must precede purchase, your advertising must reach the man who specifies . . . the electronic design engineer. ELECTRONIC DESIGN is the only publication to concentrate exclusively on this key engineering function. 100% qualified electronic engineer subscribers, 100% verified, 100% name and title.

Photo by Motorola Inc. Military Electronics Division



HAYDEN PUBLICATIONS

New York • Chicago • Boston • Los Angeles • San Francisco • Atlanta • Tokyo • London

Family Circle *announces an unprecedented advertising opportunity September through December issues:*

Increased circulation guarantee with no rate card increase!

Starting September issue, Family Circle raises circulation guarantee from 5,500,000 to 6,000,000. You get one half million extra circulation at no extra cost, September through December 1961 issues!

Here is the greatest buy in media today! We've been forced to raise our guarantee from 5,500,000 to 6,000,000 with the September issue because of demand. But for the four-issue period, September through December, our space rates will stay the same!

This Family Circle sales increase is the direct result of our new "for homemakers only" editorial policy. All of our editorial content is aimed at homemakers, the women most interested in new products, new ideas—the women with money to spend.

Family Circle circulation is based on single copy sales through supermarkets. It is not "pumped up" circulation. We do no circulation promotion, offer no deals.

Now is the time for the media buy of a lifetime! Family Circle's special four-issue September through December offer will deliver a guaranteed average of 6,000,000 homemakers through the prime Fall and Christmas period. All at no increase in rates. And Family Circle offers by far the lowest cost per M of any woman's magazine. Think about it, but hurry—October four color closing date is July 11.

Comparative Cost Per M
(Oct.-Dec. 1961)

	Guar. Circ.	4 Color	B & W
FAMILY CIRCLE	**6,000,000**	**$4.45**	**$3.30**
McCall's	7,000,000	5.80	4.85
Ladies' Home Journal	7,000,000	5.80	4.85
Woman's Day	5,000,000	5.05	3.70
Good Housekeeping	4,700,000	5.11	3.94

Source: Publishers' latest announced rates

FAMILY CIRCLE—FOR HOMEMAKERS ONLY!

Advertising Age
Feature Section

Cliches Won't Better Image—CM

Cool Switch on Hot Subject—Automation

Custom-Made Trend Ahead—Weiss

Bedell on Prowl After Jaguar Ad

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Can Boston Fill the Gap? . . .

Tyler Defines New York, Chicago, California 'Schools of Advertising'; Urges Something Better

The advertising emitting from each major ad center, William D. Tyler finds, has distinctive characteristics by which it can be recognized: "New York is sophisticated, maybe a little superficial at times. Chicago is plodding, but sound and consistent. California has chosen to combat apathy with its number-one export crop, entertainment." In a talk to the Boston Advertising Club, where he judged an advertising contest, Mr. Tyler gave a half-serious, half-fun analysis of the strengths and weaknesses of each area's advertising traits, and suggested to his Boston listeners that their "school of advertising" has yet to be developed but holds the potential of becoming the best yet.

William D. Tyler

By William D. Tyler
Executive Vice-President, Benton & Bowles, New York

Is there a Boston school of advertising? I don't know whether there is or not. I'm a newcomer in town. It depends on how seriously Boston advertising takes itself. The point I am going to be presumptuous enough to try to make is. . . *why* there is a need in America today for such a school, why it should be a successful one, and [what] direction I think it should take. After which, I will look for a quick back exit and run back to New York.

Those cities that do have an individual advertising personality have benefited tremendously from it. Some of their schools are based on fairly tenuous grounds. Others simply mirror regional personalities and differences. What's good about them is that they give a direction and an objective to the advertising that comes out of that city. Over a period of time, this results in a local body of advertising opinion. And because it is a collective body of opinion, its followers develop a rather fierce pride in it. And that is a fine thing.

New York—Sophisticated, Surprising

For example, there's a New York school. The most distinctive thing about it is that New York admen are, in the main, dedicated to the principle that advertising is no longer an eclectic art, but one about which the public is now in the know. And, as a result, they believe the most successful advertising is simply the most highly professional advertising. That is the *objective* reason for New York's preoccupation with sophisticated, skillful, surprising advertising. The *subjective* (and probably the real one) is that New York is the nation's mecca for literary and artistic and musical talent, and since it makes full use of these talents, the New York school *must* believe that excellence of execution is of paramount importance.

Chicago—Brutally Direct

Then there's the Chicago school. It isn't too concerned with the fact that today people consider themselves "in" on advertising. It is concerned with another modern trend in our business. That is, the sheer physical volume of advertising. I'm oversimplifying, but Chicago thinks that since there's twice as much advertising now as a few years ago, it's twice as hard to get through to people. The Chicago answer to this is advertising completely lacking in sophistication, brutally direct, straightforward and unmistakably clear. It must be highly repetitive and based on the most elemental selling principles. It is daring advertising, not so much in its creativity, but in its pinpointed use of advertising funds behind a single idea, with great insistence and persistence.

California—Daringly Amusing

There's a California school. It concentrates itself on still another problem facing the modern advertiser. And that is public apathy resulting from the combined forces of repetition and weight of advertising today.

New York is sophisticated, maybe a little superficial at times. Chicago is plodding, but sound and consistent. California, on the other hand, has chosen to combat apathy with its number-one export crop, entertainment. This region has the greatest proportion of daringly amusing, sometimes wildly entertaining advertising, in the land.

Now Boston? right off the bat, I'll confess I don't really think there is a Boston school. It didn't seem to shine through in the collection of good advertising that we jury members went through on our way to the selection of the Hatch Award winners.

I've said that I think it is a great asset for an advertising community to have a commonly shared attitude toward advertising, and I've cited some examples. But it can't be a synthetic thing. It must accurately reflect that community; its people, its mores, its traditions, and its local bias, if it has one.

■ For example: Sophisticated advertising out of Chicago would fall on its face. Honest John, barefoot-boy type ads out of New York always sound a little tongue in cheek; or worse, as though there were a big-town con man somewhere in the background pulling strings.

You've got to be yourself. Well, who are you? You are representatives of the most respected, best educated, most erudite community in the western world. That ain't bad for openers. I said, most respected, and I mean for integrity, character and probably honesty. You represent solid worth in the goods you make. You are noted more for quiet, sincere understatement than for blatant claims. You are not tarred with the brush of breeziness and hokum that sweeps in sometimes from our western plains. You're not considered slick or tricky.

And—and this may sound anticlimatic —you stand for good taste, at a time when the new middle class in America is looking for guidance in taste. And at a time when *advertising* needs more of this quality than ever before.

Yankee Peddlers, Literati, Irish Wit Could Make Boston Ad School Click

Well, you put all these local Boston traits together and then you match them up with what advertising needs most today, and you begin to see that they fit together pretty good.

Because, as I see it, there are four big current problems. I've mentioned the need to get through to people in the face of increased competition. This takes people of consummate skill in handling words—greater skill than has been necessary up to now. You here should be able to tap a whole reservoir of such people. The use of words to attract, to intrigue, to excite, to *sell* is an important part of your New England tradition. You were the first and greatest salesmen. You were the first and finest writers and artists. A heritage of Yankee peddlers and Boston literati, laced with a liberal sprinkling of Irish wit and ingratiation, and how can you miss!

The second greatest need today is for advertising with believability. The next great forward step for advertising will be concerned with reversing today's growing disbelief of advertising. As claims become more tenuous and hyperbolic, advertising is going to lose power. In self defense, the public is going to look harder and harder for something it can trust.

Advertising of New England goods in a manner that reflects accurately the New England characteristics of honesty and lack of buncombe, will find a waiting audience. New York has the taint of the slicker, the Midwest is the heavy-handed super-salesman, the West Coast is of the song-and-dance man. Only New England has built-in believability going for it, if only someone can find a way to express this quality in advertising.

■ The third problem is that of good taste. I don't mean lifted-pinkiness. Lord knows we in New York can supply plenty of that. But good taste in terms of advertising that sounds as though it were written by people you'd like to know instead of some peculiar breed that writes English as she was never spoken; a sort of theatrical drawing-room English where everyone speaks in the most improbable superlatives.

It can be argued that this is advertising's most critical need today. Advertising written by people with a feeling for the fittness of things. People with enough taste and common, everyday horse sense to know what is offensive and what is not. I don't mean woolly-headed do-gooders, I mean people whose standards of living are America's and not those of the Hollywood version of the adman. Here, too, I think Boston has a running head start on the rest of the country.

The fourth big problem is the one that faces the small and medium-size advertiser. Here, again is an enormous opportunity for a new school of advertising. How, in the face of the weight and dollars of the big advertiser, plus the smothering effect of the sheer physical volume of today's advertising, can the smaller advertiser be heard? This is one of the trickiest problems in advertising today. I submit that it has yet to be solved. And it is one that will become more and more critical as the weight of advertising increases year upon year.

Small-Budget Advertising Has Changed

Now I want to spend some time on this one. The whole philosophy of small-budget advertising has turned upside down in the last decade as a result of the new conditions that prevail. The change has left most such advertisers flailing wildly in the dark. May be that's why the other members of the Hatch jury and I thought we detected a slight unsureness in some of the entries we judged. I'll talk more about that later.

Here's what happened to the principles of small-budget advertising. When I started in this business, the prevailing school of thought was simply: Play it safe. The idea was to let the big boys take the chances, run the highly creative and original ads, the ones that went all-out for readership with indirect headlines and leads. Only the big advertisers, it was felt, could afford such luxuries. For if one of these daring attempts failed to score, it failed completely.

■ Our job, the smaller advertiser felt, is to play it safe—make sure we got full value for our money every time out. So, the typical medium-size advertiser used modest space. He made damn sure of two things and two things only. He wanted his name to register and he wanted it made crystal clear, with no nonsense or indirection about it, that what he had to sell was The Best.

These were praiseworthy aims, all right, but they made for dull, routine, conventional ads of the brag-and-boast category. Because, claims of superiority don't make it so. Yes, these advertisers played it safe all right, but in retrospect they didn't get much for their money, either. Though they were adequate ads then, they would get smothered under the avalanche of today's competition.

■ So, with the postwar advertising explosion, it became apparent to the small-budget advertiser that he had better review his bidding. His ads were becoming buried. Something had to be done. Along came a new school of advertising, with headquarters in New York, with the answer. A nice pat answer.

"You've got to be different to be heard above all the shouting today. Because if you aren't heard, you've thrown away your money. So it isn't so important what you say as to say it loud. So stop being careful. The more careful your advertising, the more anonymous it becomes. To stand out against the weight of superior dollars, you must be *different!*

Well, that sounds pretty good. And the way to be different is to let creativity run rampant over the greensward. This has given birth to a lot of the nuttiest advertising the world has ever seen as well as some that has been truly great. Because if difference is your goal, any uninhibited art director can think up some pretty kooky stuff that will make certain you get looked at.

The only trouble, of course, is that all this does for the advertiser is to get him name penetration. The selling advantages often get obscured by the attention-getting device. Sometimes it's hard to ferret out the product advertised, so hard does the advertiser reach for attention with irrelevant gimmicks.

■ Well, this is a pretty desperate state of affairs. Such a philisophy of exhibitionism is almost a denial of advertising itself. Advertising is to get people to want what you make, not just to make them familiar with your name. This latter is only effective when you are a *big* advertiser, employing the so-called "familiarity principle" and backing it with a barrel of money. This attempts to brand a name into your consciousness through frequency and repetition. Only in this way does that principle of advertising become effective at the point of sale.

Big, Little Advertisers Switch Roles

When the smaller advertiser reaches for name registration above everything else, he is playing the giant advertiser's game. He is trying to accomplish results with *little* money that is difficult enough for the huge advertiser to make work with *lots*. You may do *relatively* better than the big boys, dollar for dollar, but that's not much consolation if you lose the game. And lose it you must.

And while this has been going on, what has the big advertiser been doing? He's been making hay, that's what he's been doing. The tables are turned, and now *he's* the one who is playing it safe. His philosophy is simply this: "I'll get my name penetration out of my use of dollars rather than ingenuity. That leaves me free to concentrate all my creative thinking on the best way to tell people what I want them to hear about my product. Let the other guy stand on his head for attention. I'll get mine from repetition and weight—and I'll be selling every inch of the way."

Well, how do you beat this one? First, you have to agree with me that good advertising is composed of two parts: 1. a strong simple selling idea, and 2. a dramatic presentation of that idea.

In today's selling arena, the big advertiser has an Achilles heel. He is apt to be spending too much time on the first half of this equation at the expense of the second. His copy strategy may be sound as a dollar, but his execution a little mechanical and wooden.

■ The smaller advertiser, on the other hand, is doing just the opposite. He's, generally speaking, neglecting the strong, simple, repeated selling idea in favor of dramatic executions designed to attract attention.

Now, right here I must pause to comment on the advertising your Hatch Awards jury voted upon the other week. I believe I am speaking for my fellow members when I say that, over-all, its outstanding characteristic was excellence of presentation rather than a strong basic selling idea. I don't mean that the latter was lacking. But it was often vague, general, unspecific and stated in conventional terms. There was, for example, very little demonstration advertising. You didn't get the feeling that anyone was lighting candles to the memory of Claude Hopkins around here.

■ On the plus side . . . the entries were interesting looking, generally well written, well laid out, well produced.

I know this gratuitous comment is a little ungracious in a guest, but I would be somewhat less than honest if I failed to pass it along. And I also am so convinced that there is a real future for an original Boston school of advertising that I hate to see continued preoccupation here with advertising that could be produced in any section of the country. I think what American advertising needs is a new kind of advertising that reflects the New England character. It's just because we've gone so far away from this advertising today that we're in the trouble we are. I hope I'm looking at the people who can bail us out.

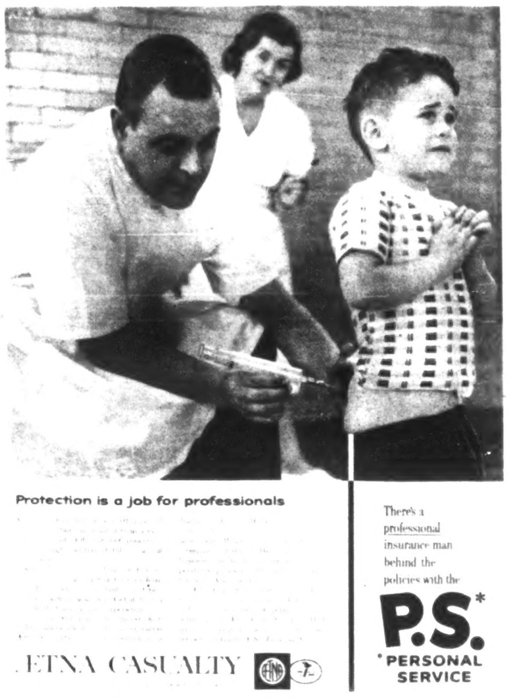
■ In summing up, I would like to suggest that Boston has potentially, the most fertile climate in America for the development of an entirely new and fresh approach to advertising. One that will make full use of the indigenous Boston character traits; that these traits are just what advertising needs today; and that they are particularly suited to solving the severe problems facing your principal clients—these medium-size advertisers of New England. That you have the people and the background to develop such an approach.

And, finally, that it should be a blend of strong simple selling idea plus dramatic presentation of those ideas in equal portions rather than following the current, un-New-Englandy fad of difference for difference's sake, of lack of real, hard-core selling content.

I say further that if you follow this plan of surprising executions of solid selling thoughts, presented in good taste and without blatant, professional lack of sincerity, you can set a pattern that will not only benefit New England industry but will fill an aching void in American advertising that sorely needs filling. ≠

The Creative Man's Corner . . .

More Than a Picture Needed



Protection is a job for professionals

ÆTNA CASUALTY

There's a professional insurance man behind the policies with the

P.S.*

*PERSONAL SERVICE

This particular advertisement starts off with a great advantage—a photograph outstanding, not because of its artistry, but because of its sentiment and humanity. Its photographer deserves credit chiefly for having exposed his film at just the right moment.

The photograph can be criticized for being "corny." It is. But the majority of Americans are corny, and if the first thing an advertisement must do is to stop people and make them look, then this photograph is ideal for the purpose. How tragic, however, that it should have directly under it so dull and uninspired a headline as, "Protection is a Job for Professionals." And how can interest in reading further be more effectively strangled than to start the text with, "An ounce of protection is worth a pound of cure . . . but you want it from a man you can trust." This sounds as if it were assembled from Eric Partridge's *A Dictionary of Cliches.*

The aim of the ad is to promote insurance agents who represent Aetna Casualty as "real professionals." The most significant point the copy makes about such agents is, unfortunately, not entirely honest. "He owns his own business," the copy states, "and he knows his success depends on providing the right protection *for you.*" The average insurance agent doesn't "own" his own business. He may not be on a salary, but there is nothing tangible that he "owns." He is simply an independent operator. And this is no guarantee he will provide the "right protection *for you.*" Actually, since he derives his income solely from the insurance he sells, his success depends on selling as much as he can—and the insurance companies themselves encourage this, through contests, awards, public acknowledgment of top-selling agents, the Million Dollar Round Table, and other incentives.

Some insurance men *are* professionals. Those who are have the handicap of working under the shadow cast by the average insurance agent—who bears the image of a tenacious fast-talker who won't leave till you sign on the dotted line. And it will take more than an outstanding photograph—more than a dozen outstanding photographs—to kill that image, for Aetna or any other insurance company. ≠

Madison Avenue says:

"Yes!"

Good Housekeeping's recently announced newsstand price increase (as well as a premium subscription price) has been widely acclaimed by thoughtful advertisers and their agencies.

■ Because it equitably distributes increased publishing costs between reader and advertiser.

■ Because it further sharpens Good Housekeeping's unique audience selectivity. (Clearly only a quality audience will pay 40% more for *the* quality magazine in its field.)

■ Because Good Housekeeping's sense-making page rate permits the all-important benefits of advertising continuity on a reasonable budget.

■ And because, in terms of basic advertising efficiency, Good Housekeeping not only reaches more women per dollar spent—but with its unique believability, penetrates more minds. But, this very special quality of being *believed* is based on the fact that we do indeed investigate every product before we can accept an advertising order. These investigations take time—often weeks.

Since the cover price announcement, a very substantial number of new advertisers have sent in their orders. Regular advertisers are increasing their equities; and many others, in their letters of congratulations, have indicated their intention to do so.

But where investigation is necessary—time is of the essence. So if you want to put Good Housekeeping to work for you this Fall, for the love of—let's say Pete—let us know now. We can't take orders from everyone. But we sure don't want to miss yours.

HOW MANY B&W PAGES $222,000 BUY IN EACH WOMEN'S SERVICE MAGAZINE*													NUMBER OF IMPRESSIONS
PAGES	1	2	3	4	5	6	7	8	9	10	11	12	
GOOD HOUSEKEEPING	GH	GH	GH	GH	GH	GH	GH	GH	GH	GH	GH	GH	=59,532,000 IMPRESSIONS
LADIES' HOME JOURNAL	LHJ	LHJ	LHJ	LHJ	LHJ	LHJ	L						=45,780,000 IMPRESSIONS
McCALL'S	McC	McC	McC	McC	McC	McC	M						= 45,780,000 IMPRESSIONS

*October, 1961 B & W page rates without discounts.

Good Housekeeping

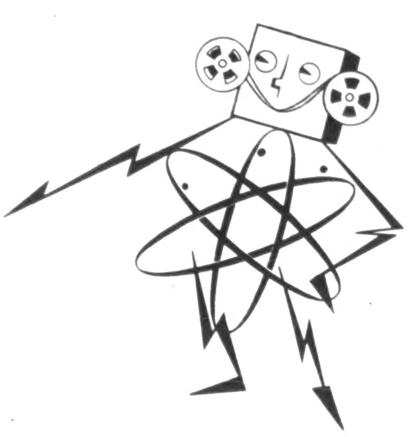
Magazine and Institute/A Hearst Magazine

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Employe Communications . . .

Animation Used to Sell Automation

By Robert Newcomb and Marg Sammons



Of all the hot-to-handle topics of modern employe communication, probably none approaches automation. Before communications craftsmen around the country had much of an opportunity to discuss automation—what it is and what it promises—rumor had taken the word and shredded it into a thousand-and-one meanings for employe consumption. The consequent confusions damaged the organization internally, because it added to employe mental distress; it also endangered external relations because the word leaked out that jobs were being eliminated.

Early, frank employe communication has demonstrated its value as a means to the painless introduction of automation. One of the smoothest conversions has taken place in a Chicago bank where the introduction of an animated figure has helped break down the barriers of resistance.

In January, 1959, the Merchandise National Bank of Chicago announced plans to install the first electronic data processing system designed for deposit bookkeeping in a commercial bank of medium size. Immediately a lively cartoon character, named "Mister Otto Mation" was put to work to gain staff and customer support.

A carefully-planned series of newsletters, explaining why automation was necessary and why it would work, was issued at intervals to employes under the heading, "Mister Otto Mation Says." Supplementing this effort, an audio-visual presentation was made to staff members in small groups, giving employes the opportunity of getting answers to their questions on automation. The bank—and "Mister Otto"—were aware that a thoroughly trained staff would prove of vast help in securing customer acceptance of this necessary revolution in the bank's operations. "It's up to you!" declared Mister Otto, pointing out that customer cooperation was vital to the success of the system, the bank and its personnel. As an aid to staffers, this small caricature supplied the answers to the questions that customers most often asked.

While training the staff, Mister Otto was not neglecting customers. In a series of letters to all checking depositors—more than 18,000 in all—he introduced the new checks and deposit tickets with their magnetic ink coding, and stressed the benefits that would result from automation—without inconvenience to the customer. Mister Otto also appeared in outdoor advertising and in newspapers. Customer response, the bank reported, was gratifying, and soon the number of individuals not using the appropriate magnetic ink forms was so small that Mister Otto was able to concentrate on selling efforts.

More than two years have passed since the bank enlisted the services of Mister Otto, and recently the computer system was finally called ready to go into actual operation after months of preliminary programming and "de-bugging." In short, it took two years and more to condition internal and external groups for the introduction of automation. To some communicators, this may seem a long time; to those who have had experience with the problems posed by automation, it probably doesn't seem long enough.

Merchandise National, in order to wrap up the automation story for customers, staff, press and members of the banking fraternity, produced a color film, "The Second Revolution in Banking." It was shown at a recent bank open house at which the computer was formally introduced. Naturally Mister Otto was on hand to welcome the guests. =

On the Merchandising Front . . .

Coming—the Era of the Custom-Made

By E. B. Weiss

During the last year or so, both tv and stereo "custom-made" cabinets have provided a rather bright spot in an otherwise drab marketing picture. In a few other industries, so-called "custom-made" lines or numbers have also enjoyed a distinctly favorable public response.

E. B. Weiss

However, most of these "custom-made" models really aren't custom-made at all in the original meaning of the term. These current custom-made models tend to be simply superior numbers—superior in design, superior in workmanship. They are not *made-to-order*, which was the original meaning of custom-made.

But it appears very likely not only that the present version of custom-made will carve out still larger markets, but also that numbers and models in various lines will be offered that are custom-made more nearly in conformity with the original concept of the term. Thus, a rug mill now offers a custom-dye service on woven floor coverings. The rug is actually dyed to the customer's order—later, this mill hopes to offer sizes and shapes of woven rugs cut specifically to customer order.

In an automated era it seems odd to think in terms of the true custom-made. Yet it may very well be that the emergence of automation, itself, was destined to revive the hand-made, or the custom-made. Every action brings its own reaction—and the more powerful the initial action, the more powerful the reaction. Certainly, the trend toward automation throughout the economic and social fabric of our contemporary existence was bound to create a reaction in the shape and form of its precise opposite—custom-made.

This may be one of the causative factors accountable for the fantastic and persistently growing interest in antiques. Clearly, the antique represents a flight from the automated modern.

■ The developing interest in custom-made may also be part of the mounting sophistication of expanding segments of our society. A more sophisticated people inevitably want to express their own concepts in their possessions—or they may be dissatisfied with designs and styles conceived for mass approval.

Then, of course, social status raises its head. Antiques have unquestionably become a mark of social status. Now it is more than likely that custom-made will become a new, and one of the *great*, marks of social status.

In furniture, rugs, home furnishings, home decor, this is almost bound to come about. The remarkable increase in the use of professional decorator guidance in planning the home—a trend that is powerful indeed—assures this development; the decorator is naturally strongly inclined toward the custom-made. (Indeed, those families who are retaining professional decorator advice for the first time would be sorely disappointed if the decorator recommended selections of the everyday garden variety!)

I should imagine that Steuben hand-blown glassware must be enjoying a vogue such as the founders of this wonderfully creative guild-like organization never contemplated. And on the other end of the spectrum, it might be said that the compulsion that Detroit obviously feels, to bring out a bewildering variety of models with almost unlimited choice of colors, etc., is a definite move in the direction of some sort of compromise between automation and the hand-made.

Even in such a merchandise classification as housewares, we find gourmet housewares and kitchen tools enjoying a vogue. These gourmet hard lines (and gourmet foods, too) are part of the custom-made trend—they are in between mass produced lines and true custom-made lines but much nearer the latter than the former.

Interestingly, the step-by-step trend toward the custom-made can involve even such a plebeian item as the toothbrush. In this classification, the producers—in an almost desperate effort to break out of the rut of depressed prices, deals, and similar evidences of frenzied merchandising—are turning to super-deluxe models, priced considerably above existing pricing points. These correspond to the "custom-made" models of the tv and stereo set manufacturers.

So—while focusing on this automated era, give some thought also to the opposite end of the marketing pole, the custom-made (whether it be actually custom-made or merely superior design, superior craftsmanship). It promises a lucrative market in many merchandise classifications. =

Salesense in Advertising . . .

Elements of Emphasis

By James D. Woolf
Advertising Consultant

The textbooks tell us that emphasis belongs properly at the end of the sentence and the paragraph.

And the orator customarily places the greatest emphasis at the end of his address. By successive increases in the force of his words at the end of his talk the speaker seeks to culminate his address with an effective climax.

James D. Woolf

The reverse is usually considered good practice in advertising.

Copy is written with the emphasis at the beginning. The "grand climax" is frequently at the start and not at the finish of the advertisement.

The reason for this is not hard to find. The advertisement must force itself upon the attention of the reader—must take *instant* hold of his attention.

■ The first words must have immediate impact; no time must be taken up with preambles and prologues lest the reader's attention be lost. The very first words of the copy must make the strongest possible bid for his interest—must present for his attention the most compelling and dramatic idea.

Note the following comparative examples of sentence structure:

(1) Give continuous antiseptic treatment to sore throat when it is slight, as it is the beginning of many a serious ailment.

(2) Just a little sore throat—the beginning of many a serious ailment. Give it continuous antiseptic treatment.

(1) We found the answer to the greater production problem deep in men's hearts.

(2) Deep in men's hearts we found the answer to the greater production problem.

(1) We have now developed a new vacuum cleaner that runs without electricity.

(2) It runs without electricity—this new vacuum cleaner we have developed.

(1) A common structural weakness in trees, and one that is fatal nine times out of ten, is the v-shaped crotch.

(2) The v-shaped crotch—fatal nine times out of ten—is a common weakness in trees.

(1) Sunshine peaches are exceptionally sweet and fresh-flavored, a delight to the palate. They are picked at the moment of perfect ripeness and packed at once right in the orchard.

(2) Picked at the moment of perfect ripeness and packed at once right in the orchard, Sunshine peaches are exceptionally sweet and fresh-flavored, a delight to the palate.

■ Emphasis is secured, in all of the foregoing examples, by placing the important or core idea at the opening sentence or paragraph. In still another way, that of stripping the sentence of all unessential words and ideas, emphasis can be considerably increased. In this way the key idea is made to stand out in all of its glaring nakedness. Note the following comparative examples:

(1) She was overworked, a drudge, a slave to kitchen pots and pans, and she made up her mind to find relief from it all that very day.

(2) A drudge—that's what she was! A kitchen slave! And she would end it all that very day.

(1) There was a sudden flash of sparks, a piercing scream of agony, as Smith staggered back a few steps, silently fell to his knees, and then dropped to the floor.

(2) A flash . . . a recoil . . . a scream and Smith crumpled to the floor.

RADIO NETWORK	HOUSEWIVES UNDER AGE 50*	FAMILY OF 3 AND OVER*	FAMILY OF 1-2*
ABC	70%	68%	32%
X	47%	52%	48%
Y	46%	66%	34%
Z	46%	49%	51%

*Source: Nielsen Radio Index — Distribution of a Network's Average Audience for all programming excluding religious, political and one-time-only programs. Jan.-Feb., 1961.

IF THE YOUNG ADULT IS YOUR MARKET ABC RADIO IS YOUR NETWORK BUY

The real heart of the young adult market is the family with more children. Of course ABC Radio leads in proportion of these bigger families, too.

Last summer ABC Radio researched the young adult market. Found it big, bountiful and burgeoning. Last fall ABC Radio went after the young adult market with programming and promotion. This spring, for young adults your buy is "Breakfast Club" on ABC Radio. . ."Flair on ABC Radio . . . Sports on ABC Radio. . . News on ABC Radio. On the average — program for program, hour for hour, minute for minute, it costs you less with ABC Radio. Ask your ABC Radio salesman for all the facts and figures.

ABC RADIO

FOR A YOUNG ADULT AUDIENCE

(1) Now you can make delicious candy without having to cook it.

(2) Now—delicious candy without cooking.

Extra emphasis can be secured through the judicious selection of words. Upon one word many times hangs the difference between a strong, emphatic phrase and a weak one. Compare the following:

(1) Smith *fell* to the floor.

(2) Smith *crumpled* to the floor.

(1) *Impaired* by neglect.

(2) The *victim* of neglect.

(1) Time of *uncertainty*—baby's second summer.

(2) Time of *grave fears and foreboding*—baby's second summer.

The core idea—the benefit to be emphasized—should be highly visible. Readership research shows that the best position for the headline is directly above the text into which the headline leads. The key idea—the important promised benefit—should never be buried in the body of the text. ≠

Learning from the Retail Ads . . .

The Empty, Do-Little-or-Nothing Ad

By Clyde Bedell

Suppose you have an automobile agency. You need to sell cars. Your car is rather high priced. It is not well known. Its virtues are a mystery to the public. It has numerous qualities and features of which the motoring public is unaware. And before you is opportunity to deliver a sales message on this automobile you have to sell to about half a million families, presumably all solvent and literate, in Southern California!

This represents the circulation of the *Los Angeles Times*. It is the largest newspaper market place in point of offerings to the people, in the United States. It is a fat newspaper—big and fat.

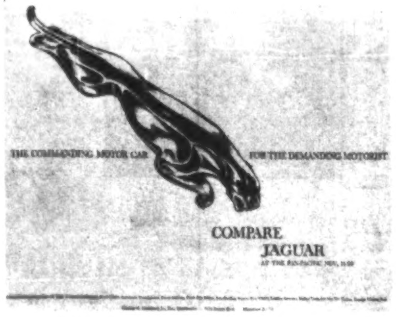
It is big and fat because it is a good market place.

No one ever reads all the ads in it.

But everyone who handles the paper is free to spend as much time as he (or she) cares to spend, reading any one or more of the many hundreds of items the paper proffers. The man who is interested in a hi-fi and not interested in new tires can read if he chooses, a thousand word ad about hi-fi and skip a dozen tire ads.

This is the supreme virtue of the printed medium. Each of all its disparate readers can read what he likes when he likes, as often as he likes.

Well, in this expensive space (that can be made *very inexpensive* only if you use it intelligently), what would you tell this great newspaper audience? Or at least, that segment of it that you could hope to interest in your expensive automobile?


THE COMMANDING MOTOR CAR
FOR THE DEMANDING MOTORIST
COMPARE
JAGUAR

Just for the sake of argument (for the people who create ads like this always argue that they know what they are doing and that such ads are good), let us assume that this *is* good, as far as it goes. (It really isn't.) Now, supposing in several paragraphs of small, well-disposed type, this identical layout had added to it, a powerfully appealing and revealing, service-rendering story of the Jaguar. Can anyone argue that those who *did* read this brief ad, would *not* have read the same brief words because the copy was present? Such an argument would be specious and silly. Thus, we must concede that if really excellent copy had been added, the advertiser would have had a very much fuller, far more effective message, reaching all who were interested, at no additional cost. Assuming, that is, that someone who can write good copy was available to him! Even if it cost him $500 or $1,000 extra for good copy—*extra*, I say, it would have been worth it. ≠

Tips for the Production Man . . .

And Now a Few Words from the Electrotypers and Stereotypers

By Kenneth B. Butler

In the welter of heated debate as to the relative merits of letterpress and offset printing, both sides have advanced a good many arguments which are more notable for their passion than for their logic.

Not so, the second edition of "The Electrotype and Stereotype Handbook," an attractive and informative 6x9" booklet recently issued by the International Assn. of Electrotypers and Stereotypers.

■ Here is a straightforward presentation, outlining in words and pictures the procedures involved in the production and use of electrotype and stereotype plates.

In the process, the booklet enumerates—not querulously—some of the specific areas in which the use of electrotyping and stereotyping tips the scale to the advantage of letterpress.

The handbook also suggests specific applications of electrotyping and stereotyping which can prove beneficial to different segments of the graphic arts industry.

Quoting from the handbook, some of these are:

For the printed packaging industry—"Stock carton and label manufacturers for food, candy, paint and other industries use the same printing plates and color combinations for a number of customers. By adding an electrotype of the brand and company name, the printer is able to individualize the stock design. In the label field, for example, a letterpress printer can run 200,000 impressions of one style label simultaneously with 50,000 of another style by using three additional sets of electrotypes for the 200,000 order."

For advertising agencies—"The cost of supplying original plates (for a variety of publications) in the different sizes required would be prohibitive if it were not for the flexibility and economy of the electrotyping and stereotyping processes. A 7x10" advertisement, for example, can be so designed and plated that electrotypes may be trimmed or realigned to fit 6x9" or 5x7½" areas."

The handbook also points out that electrotypers are frequently able to cut production costs by using electrotypes of several existing plates to assemble new and different plates. (*See Figure 1.*)

For commercial printers—"Company nameplates, product brand names, standing mastheads, department headings, letterheads, etc., are usually electrotyped or matted for casting because of their continuing use. Again this procedure preserves type and photoengravings, but more important, it provides an economical means of furnishing duplicates to branch offices, distributors and dealers."

In the magazine and book publishing fields—"Duplicate plates are preferred because they provide the best assurance of uniformity of run, from start to finish. (The user) knows that he can duplicate the original plate quickly by the electrotyping process and . . . that the two millionth impression from the duplicate will have as much detail and brilliance as the first impression."

Regional and national publishers, the handbook points out, also depend upon versatile electrotypes for handling changes in localized features and for dealer-distributor addresses.

Newspaper publishers need no reminder of the service rendered to the fourth estate by their own stereotype departments, which can produce the needed curved duplicate plates in a matter of minutes.

Copies of this interesting booklet are available without charge from the International Assn. of Electrotypers and Stereotypers Inc., 758 Leader Bldg., Cleveland 14, O. ≠

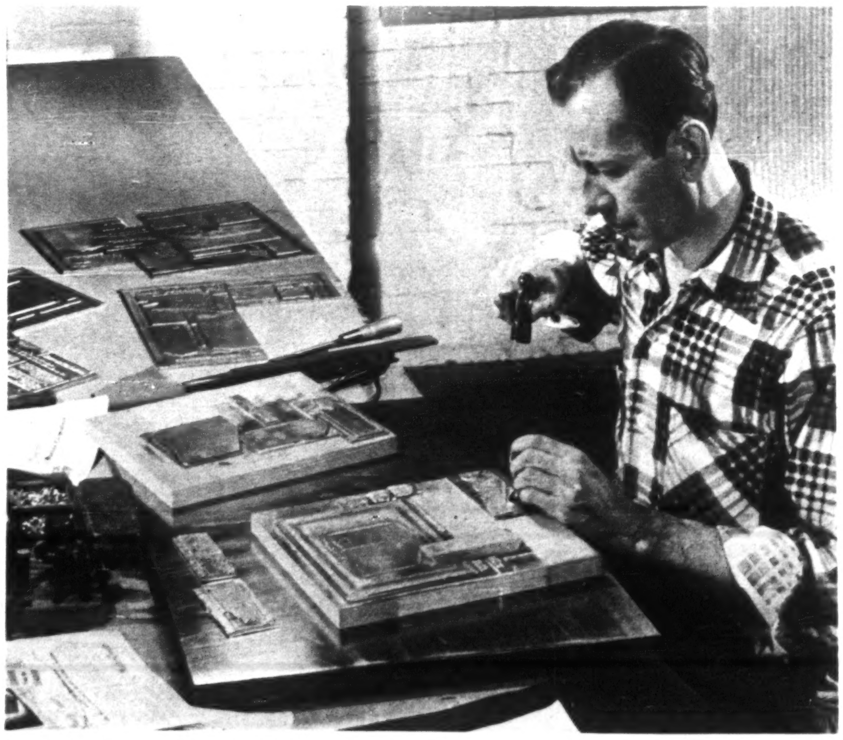


FIGURE 1—*New ads are made from old when the electrotyper combines portions of old plates in new arrangements, sizes, or dimensions, as in the illustration above, from "The Electrotype and Stereotype Handbook".*

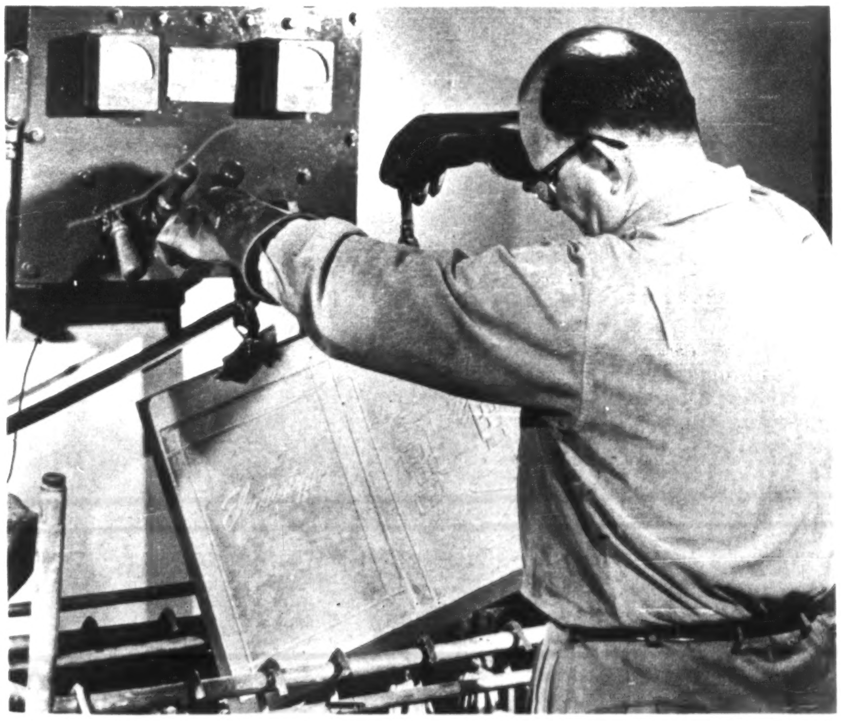
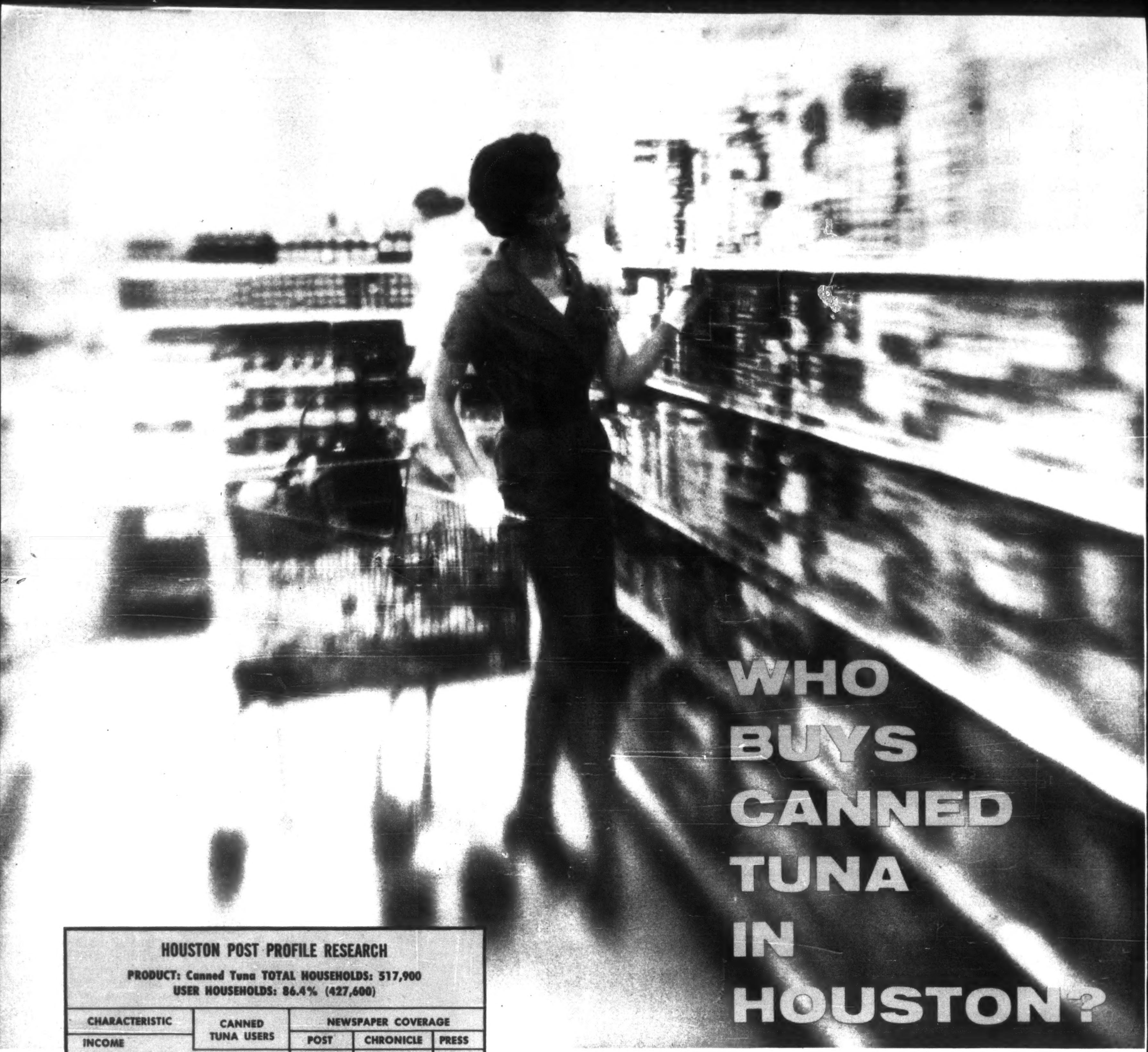


FIGURE 2—*"Nickeltypes" are made by depositing nickel on the mold before plating with copper, thus providing maximum fidelity, press life and ink release. There is an increasing use of nickeltypes and chrome-plating whenever quantity and color printing are involved. (From "The Electrotype and Stereotype Handbook").*



WHO BUYS CANNED TUNA IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: Canned Tuna TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 86.4% (427,600)

CHARACTERISTIC	CANNED TUNA USERS	NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	73.9%	21%	23%	14%
$3000—$4999	85.3	32	34	19
$5000—$6999	92.4	45	39	22
$7000 or more	92.1	59	47	17
AGE (Head of Household)				
Less than 35	88.5%	37	36	14
35 to 50	91.5	39	34	20
50 or more	78.4	36	37	20
FAMILY SIZE				
1 or 2	79.0%	36	36	17
3 or 4	88.1	41	37	20
5 or more	90.7	35	33	18
OCCUPATION				
White Collar	91.0%	49	42	20
Blue Collar, Skilled	87.7	35	35	22
Unskilled & Farm	85.9	28	27	9
Other	74.2	32	31	17

Sources: —Sales Management Survey of Buying Power, May 10, 1961
Dan E. Clark & Associates Top Ten Brands, March-June, 1960

More than 86% of the 517,900 families who make up the Houston market buy canned tuna . . . and to folks in the tuna trade, that's a whale of a lot of fish.

But boxcar numbers are only the beginning of a marketing story.

The real meat comes when you dig behind the numbers and find the distinguishing characteristics of the market for a particular product and brand.

And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells marketers that tuna buyers, for example, tend to have a higher income, fall into the middle age bracket, have larger families and are white collar workers.

It also tells tuna marketers that the same characteristics that apply to tuna buyers apply to readers of THE HOUSTON POST.

Whether you're selling tuna or toothpaste, dog food or deodorants, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER, DAILY AND SUNDAY

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Bernbach's Creativity Is Excellent in Copy, Lacking in Other Areas, Former DDBer Says

To the Editor: William Bernbach's great speech to the American Assn. of Advertising Agencies reproduced in your newspaper (and other publications) is indeed a compelling argument for his own creativity [AA, May 29]. As an employe of his firm for six years, I can attest to his fire and imagination. He never (or hardly ever) failed to come up with a distinct, fresh selling approach. The man is a copy genius.

But, Mr. Bernbach is not Albert Einstein. I'd say he's more like Count Basie. He is creative in one very limited area. His appreciation of a world outside of ad copy but inside the ad business is extremely limited. He is therefore required to extol his particular area of knowledge. For instance, he passes off market research as merely a tool for ferreting out the selling proposition. He himself is the best "ferreter" of the selling proposition in the business. But what he fails to realize is that good researchers, like good copywriters, "make something out of nothing" every day of the week. They take "dead numbers" and give them fresh meaning and a vibrant life of their own, day in, day out, to be used in *making money*, as Mr. Bernbach's ads make money for his clients.

Of course, Einstein used intuition (or, more appropriately, imagination). Every human being uses intuition, including the economist (Bernbach's vp, Ed Weiss, doesn't think so or thinks the economist shouldn't), the psychologist, the sociologist, the statistician, the broadcast buyer, the accountant, and all the rest of the people in Doyle Dane Bernbach's service departments. However, DDB's imagination is left only to "creative people"—roughly designated as those art and copy folks on the 25th floor. All other creativity (aside from the finished ad) gives Mr. Bernbach a bad case of the frights. It's something he doesn't understand and therefore it doesn't exist, or if it does exist it plays a secondary role to the most important performance of the finished art work. Much the same as A. C. Nielsen plays a secondary role in what is seen on tv or that Howard Taubman plays in what is seen on the Broadway stage.

If Mr. Bernbach was confronted with a brand new media idea that would be both exciting and economical for his client, but involve the great risk of newness, I'm sure he would tell his media man to stick to his cost per 1,000 and leave the excitement to the ad. DDB's media record rather proves the point.

He warns, "Advertising is not a science" and I add, "And neither is market research, media and accounting." Even science isn't science. It's an art. Advertising is salesmanship. It is not an art.

The difference between Mr. Reeves and Mr. Bernbach is that Mr. Bernbach is much better than Mr. Reeves at making ads and therefore a better ad salesman. However, Mr. Reeves is apparently a better client salesman judging from the size of his agency. I warn you, beware of the salesman who talks like an artist. He is trying to fool two people.

Paul Klein,
New York.

•

To the Editor: I read with considerable pain, disbelief and boredom Mr. Bernbach's pathetic paean to the 1961 advertising world's version of creativity—the latest of several rationalizations that usually begin crawling along Madison Ave. late in the spring.

The pain was brought on by the Volkswagen Terror's introductory remarks, a feeble attempt at humor, no doubt to startle his audience "in such a way that they would never forget it. That is the real function of creativity," to quote the master himself. . .

My disbelief stems from reading what followed. *Must* creativity "result in greater sales more economically achieved"? Has creativity "always meant selling"? And if "the truth isn't the truth until people believe you," then I'll turn in my eyeglasses for ear muffs and a daily dose of mescalin. . .

The boredom I felt came from an overdose of the same old pap that seems to be served up at advertising conferences almost as frequently as clients change agencies. Invoking the names of Romain Rolland, Albert Einstein and Bertrand Russell, as Mr. Bernbach does, doesn't improve its taste in the least. . .

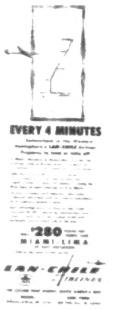
Arthur Diener,
New York.

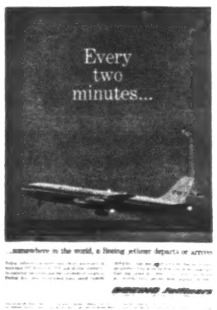
• • •

Lan-Chile's Ad Compares With Giant Boeing's Ad

To the Editor: As a faithful subscriber, I have always wanted to submit material for one or another of your many excellent columns. Inertia, or some other invalid excuse, always kept me from doing so.

However, I felt compelled to contribute the following exhibits in evidence . . . perhaps, because the comparison is so extreme: On the one hand, an industry giant; on the other, a plucky, steadily growing and quite successful newcomer to the field (although they have been active on the local South American scene for the last 33 years now!). While we'd be delighted to service the Boeing account, we are quite proud to be able to work for Lan-Chile Airlines.


EVERY 4 MINUTES
'280
MIAMI-LIMA
LAN-CHILE


Every two minutes...
...somewhere in the world, a Boeing jetliner departs or arrives
BOEING Jetliners

The Boeing ad ran in the May 25 issue of *Travel Agent*. Lan-Chile's ad ran in a series of trade magazines as far back as November, '59.

Any comment, I feel, is superfluous.

Vernon Mosheim,
Koehl, Landis & Landan, New York.

• • •

C-E Offers to Tell Others How Its 'Intern' Program Works

To the Editor: Your editorial entitled "Do We Need Ad Recruits?" is, I think, an excellent one and a practical comment on the problem. It was interesting to me that there was a plea in the same issue by a prominent agency executive asking that the Four A's take over the job [AA, May 15].

It would be fine if the steel companies could turn their recruitment problems over to the Iron & Steel Institute, if the electronics manufacturers and the automobile manufacturers and everyone else could place the burden and the bother of attracting and training young blood over to their trade associations. But all of us know it wouldn't work, that we can't expect someone else to do such a time-consuming, expensive, selective and *personal* job for our individual businesses.

I am not convinced that there is a great job to be done trying to attract most college students to our business. As a matter of fact, I think most agencies would be flooded with resumes and inquiries just by passing the word that "the wall is down"—by telling the student that the time he takes to call on an agency may well lead to a job in advertising instead of a curt, "no experience, no job."

We at Campbell-Ewald, who have both a year 'round training program and a unique summer "intern" program wherein college students from selected colleges and universities spend the summer with us working on advertising projects, have made every attempt to tell other agencies what we are doing and how we are doing it. And the offer is still good. If ADVERTISING AGE, or any agency people, would like to look in on us during the summer to see how the intern and training programs work, we'd be delighted to have them. But there is no use trying to kid anyone. These programs call for a lot of extra hours from a lot of people, particularly creative management and supervisory personnel. Executives must be willing to lecture at colleges, to spend time screening students with good potential and to sit in long meetings reviewing students' work. And supervisors, with trainees assigned to them, are constantly conducting a course in basic advertising along with their other duties, whether they realize it or not.

Like all worth while things, there is no easy answer to the problem of bringing new blood into our business. It isn't done with magic. It's done with men!

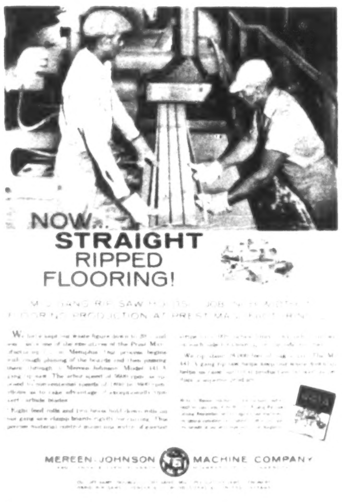
Thomas D. Murray,
Vice-President, Copy Director,
Campbell-Ewald Co., Detroit.

• • •

Negroes Helped Make Ads More Effective, He Says

To the Editor: In reference to the letter sent in by Murray Gelman (AA, May 29), I agree that it may have been bold to run an advertisement showing the Negro mover, but agree that it will do more good than harm.

However, we use case history ads for some of our clients and show Negro employes quite frequently. Here is a sample of this type of ad. Note that the company in question is a Southern manufacturer, to boot!


NOW... STRAIGHT RIPPED FLOORING!
MEREEN-JOHNSON MACHINE COMPANY

This approach has helped rather than hindered the effectiveness of the ads. We have used Negroes in our advertising for many years. I am glad we are members of the "Enlightened Advertising" group.

Alan V. Lambert,
Account Executive, Gould, Brown & Bickett, Minneapolis.

• • •

'Cutsie-Wootsie' Film Ad Offends This Photographer

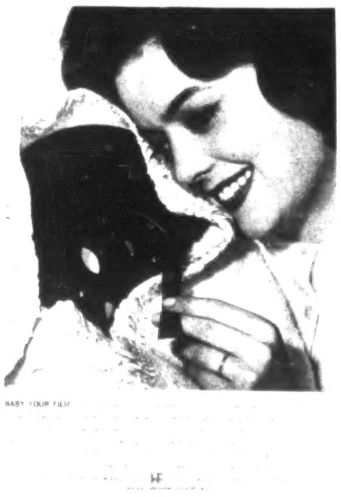
To the Editor: The enclosed example is but the most recent of insults to photographers' sense, taste, and intelligence, which I have come across in the trade magazines. To be specific:

1. She's getting her grubby fingers on the film!!!

2. I find the caricature of a "little one" particularly revolting.

3. What's so precious about black leader?

4. Are we photographers so low in the intellectual realm that we must be sold with the aid of these insipid hemi-metaphorical puns?



5. Isn't this mighty cutsie-wootsie copy for a rather major expenditure?

6. [illegible] is just adequate, [illegible] professional.

One [illegible], can be said [illegible] there's not much retouching. . .

Richard E. Persoff,
Mill Valley, Cal.

• • •

Mademoiselle Shoe Ads Drew Fantastic Retail Response

To the Editor: How sheepish can your Jim Woolf get?

Effective advertising is advertising that provokes criticism as well as acclaim and we certainly respect Mr. Woolf's prerogative to criticize our campaign for our client Mademoiselle shoes [AA, May 22]. However, in fairness to the advertiser and to his readers, Mr. Woolf has an obligation to present all the facts. The ad illustrated is part of a continuing series of ads which ran in the *New Yorker* aimed at a sophisticated audience of important retail people and designed to present Mademoiselle shoes in an unusual institutional manner. The ads were knowingly designed, not to sell specific shoes, but to project the Mademoiselle brand image.

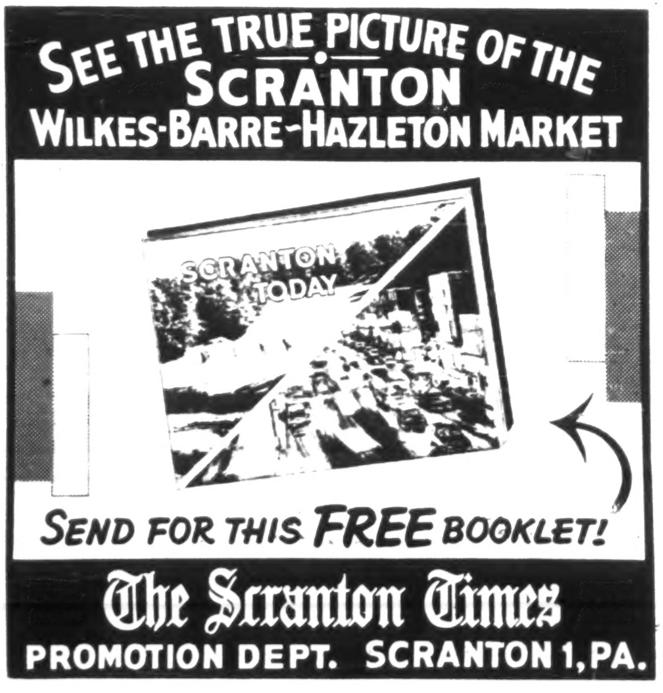
This is a campaign that cost the client $10,000. The retail response was fantastic. Leading stores throughout the country featured accordion counter displays in their windows and in their departments. The buyer of a leading Fifth Ave. store made special note of several customers' actually commenting on the campaign and asking to see their shoes. The *New York Times* paid tribute by presenting the entire campaign in its advertising page. The Empire State Bldg. paid specific homage by featuring it in all its elevators for two weeks rather than the usual one week alloted to tenants on a rotating basis. The shoe trade press gave it headline coverage.

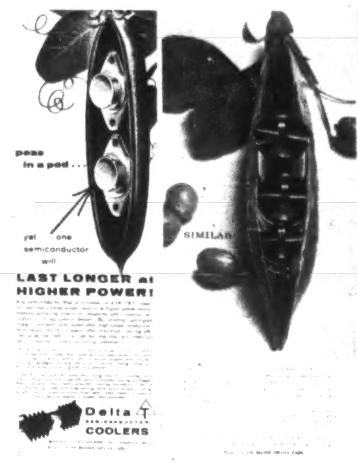
As an agency aware of a highly competitive shoe market, we ran, simultaneously with this campaign, another series of ads for Mademoiselle shoes in *Harper's Bazaar* and *Vogue* strongly featuring actual merchandise.

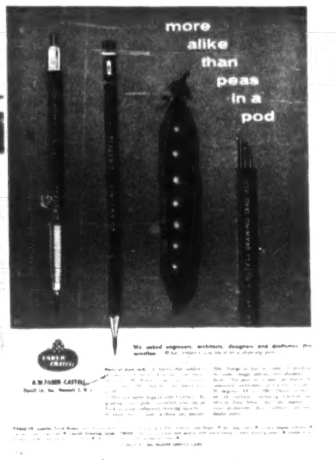
Client management is so enthusiastic about the initial results of *The New Yorker* campaign that plans are currently under way for continuing it in the fall of this year.

I invite Mr. Woolf to demonstrate to us another shoe campaign based on a similar expendi-

INPAK SYSTEMS, INC.
Consultants to Management on Packaging
141 East 44 Street
New York 17, N. Y.
"DESCRIPTIVE BOOKLET ON REQUEST"


SEE THE TRUE PICTURE OF THE SCRANTON WILKES-BARRE-HAZLETON MARKET
SCRANTON TODAY
SEND FOR THIS FREE BOOKLET!
The Scranton Times
PROMOTION DEPT. SCRANTON 1, PA.





ture that has been as successful. I will be very pleased to furnish additional information on this campaign should Mr. Woolf like to write a follow-up article.

Murray H. Salit,
Vice-President, Irving Serwer Advertising Inc., New York.

• • •

Table Comparing Ad Budgets, Taxes Shows Money Source

To the Editor: I felt like doing a little flag waving upon reading your editorial "Let's Stop Citing Ad Expenditures as a Thing to Be Ashamed of" [AA, June 5]. I am not picking on Ed Murrow, but what you said desperately needs saying by many other publications. And among those that have said it, few have said it so well.

None of us in this business of advertising and marketing is naive enough to suppose that President Kennedy does not realize where the governmental budget comes from. Yet, on a great many occasions since inauguration it has appeared that many of his counselors of both cabinet and congressional rank are unaware of the source.

It is high time that these people are reminded that the billions, invested or squandered in foreign aid, farm subsidies, newly conceived welfare programs and the others ad infinitum have only one source for their subsistence.

This, of couse, is the tax money that hard-working marketers and a free society make possible.

The figures do not lie—and you are to be congratulated on laying them out so succinctly.

If you can come up with a plan to get this tax-table affixed to the desks of our government's servants, I will be glad to provide the cellophane tape.

R. H. Marriott,
Vice-President in Charge of Sales & Advertising, Climalene Co., Canton, O.

•

To the Editor: There is a note of interest in the editorials of each issue of ADVERTISING AGE, but I especially wish to commend your "Let's Stop Citing . . ."

The relationship and reference repeatedly made to advertising spending as opposed to government spending or any other collections of money, as are printed in all types of media today, give the public only a one-sided point of view. The advertising industry needs to publicize such broad facts as your article contained from time to time to balance the viewpoint.

We all tend to forget (and government employes are no exception) that in our eagerness to gain success or acceptance in the public eye, we are biting the hand that feeds us.

It is not only up to editors of publications such as yours, but it is almost a duty of each individual connected with the advertising business, to boldly attack erroneous or misleading statements and provide factual evidence in supplying readers with the other side of the story.

Camille Woyak,
Appleton, Wis.

Three Ads Are as Like as "- - - - - - - - - - -," He Says

To the Editor: Allow me to postulate Meehan's theorem: "Mediocre minds travel in the same rut." As proof, I submit the three enclosed ads, which are as alike as ---- -- - ---.

All are from the same issue of the same magazine. All represent the view that a graphically-portrayed cliche is not really a cliche at all. This is bad enough, but, worse yet, not one of them has the guts to leave it at that. They have to *tell* you that the products are "similar" . . . "peas in a pod" . . . "more alike than peas in a pod." And the writer of the first-named headline (the best of a bad bunch) feels compelled to drag us through "shell," "vine ripening," "garden fresh" (sans hyphens, sic), "market place," "season," "spring," "crop," and "basket." The only farming phrase not mentioned (but it's there; you can smell it) is manure.

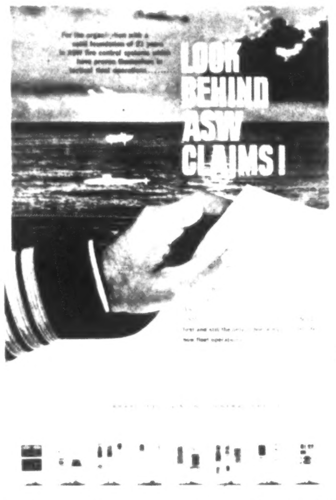
Ah, for the good old days when copy was always fresh as a daisy. Right, Doctor Arbuthnot?

Joe Meehan,
Copy Department, Thomas R. Sundheim Inc., Philadelphia.

• • •

Ad Slogans Applied to Warfare Are Appalling

To the Editor: It would seem to the writer that the theme behind Librascope's attached ad (which, incidentally, appeared in the staid *U. S. Naval Institute Proceedings*) is highly incongruous and in appalling bad taste.

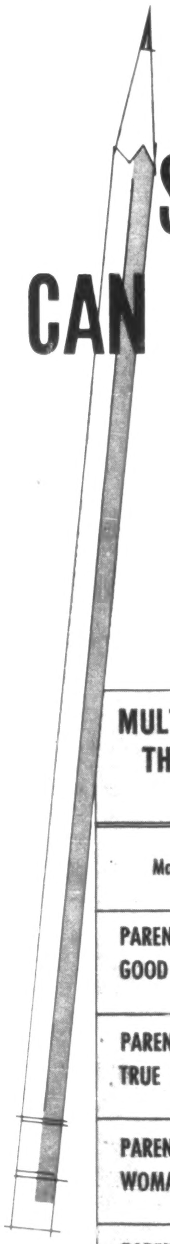


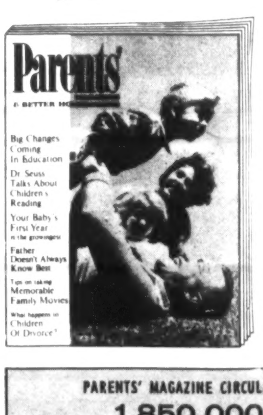
Somehow, the application of hard-sell advertising appeals to a subject as foreboding as "anti-submarine warfare" could well provide a platform for future advertising themes in the defense field of equal incongruity.

Envision, if you will, the scene in some not too distant future when Librascope's competitors and producers in allied fields latch onto the buckeye approach for all it is worth. To wit:

- Now . . . "Continental defense guaranteed or your life cheerfully refunded!"
- "Introducing a new ICBM with

(Continued on Page 88)





~~Attention~~ - sharp pencil ad buyers!

SEE HOW MUCH MORE YOU CAN GET FOR LESS WITH THESE LOW-COST MAGAZINE COMBINATIONS!

MULTI-MILLION COMBINATION BUYS AVAILABLE AT LOWER BASIC RATES THAN THOSE CHARGED BY CERTAIN MASS CIRCULATION MAGAZINES
(and only 1 size engravings are needed)

Magazines	Combined Paid Circulation Guarantee	Combination Rates B & W Page Rate	Combination Rates 4-Color Page Rate	Basic Rates per M B & W	Basic Rates per M 4-Color
PARENTS' MAGAZINE GOOD HOUSEKEEPING	6,550,000	$27,670	$36,250	$4.22	$5.53
	Duplicated circulation is only 4.6% of the combined circulations				
PARENTS' MAGAZINE TRUE STORY	4,050,000	16,254	22,522	4.01	5.56
	Duplicated circulation is only 3.4% of the combined circulations				
PARENTS' MAGAZINE WOMAN'S DAY	6,850,000	27,670	37,500	4.04	5.47
	Duplicated circulation is only 4.7% of the combined circulations				
PARENTS' MAGAZINE EVERYWOMAN'S FAMILY CIRCLE	7,350,000	28,970	38,925	3.94	5.30
	Duplicated circulation is only 4.9% of the combined circulations				
PARENTS' MAGAZINE EVERYWOMAN'S FAMILY CIRCLE WOMAN'S DAY	12,350,000	47,470	64,175	3.84	5.20
	Duplicated circulation is only 20.0% of the combined circulations				

SOURCE: Standard Rate & Data Service—May, 1961 issue Starch & Staff—Consumer Magazine Report 1961

For advertising rates for 2-color and less than page units, and for discounts for frequency of insertions, apply to Advertising Department of PARENTS' MAGAZINE, 52 Vanderbilt Avenue, New York 17, N. Y. Tel.: MUrray Hill 5-4400.

COMMENDED by PARENTS' MAGAZINE AS ADVERTISED THEREIN

Increase your sales with this Seal

PUBLISHED RATES OF MASS MAGAZINES

	Circulation Guarantee	B & W Page Rate	4-Color Page Rate	Basic Rates per M B & W	Basic Rates per M 4-Color
Ladies' Home Journal	7,000,000	$33,950.00	$40,600.00	$4.85	$5.80
McCall's	7,000,000	33,950.00	40,600.00	4.85	5.80
Better Homes & Gardens	5,350,000	24,175.00	33,025.00	4.52	6.17
Saturday Evening Post	6,500,000	29,680.00	44,250.00	4.57	6.81
Life	6,700,000	31,150.00	47,050.00	4.65	7.02
Look	6,500,000	29,190.00	43,910.00	4.49	6.76

You get quality circulation in your campaign by putting PARENTS' MAGAZINE on every list!

PARENTS' MAGAZINE CIRCULATION	CHILDREN IN PARENTS' MAGAZINE FAMILIES	MONTHLY READERSHIP
1,850,000	4,250,000	6,235,000

Voice of the Advertiser . . .

(Continued from Page 87)

never before offered destructive features"

- "Look for the anti-personnel mine with the stars on top—contains extra 'maiming' qualities!"

"Ad" nauseam!

M. E. Jeffkin,
Al Paul Lefton Co., Philadelphia.

• • •

Jackson, Wain Sets Record Straight on Its Billings

To the Editor: I have just seen the April 17 issue of ADVERTISING AGE and, naturally, I am very interested in the comments about Australian advertising. However, I would like to remark on the rating of the top five Australian agencies, as given on Page 104.

I am unaware of the billings of other Australian agencies, but in the case of Jackson, Wain the figure of $6,000,000 given is less than the billings of our Sydney office alone.

Jackson, Wain is the only agency operating offices in all Australian capitals and for the last year billed more than $8,500,000. The present rate is higher.

We have never provided figures for publication, since we do not think that size of itself is the highest criterion of an advertising agency's ability. However, we do think that you would prefer to publish accurate figures rather than somebody's wrong estimates . . .

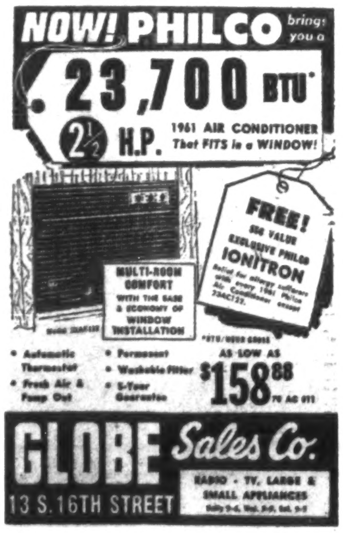
J. W. Jackson,
Governing Director, Jackson, Wain & Co., Sydney, Australia.

Jackson, Wain & Co. was sent, along with other Australian agencies, an ADVERTISING AGE *questionnaire soliciting information on billings. The agency did not return the questionnaire. In compiling a table on the leading agencies in Australia for our April 17 issue, AA felt it would be misleading to ignore Jackson, Wain, and we therefore estimated the agency's volume on the basis of the best information available to us at that time. We are glad to have Mr. Jackson set the record straight.*

• • •

Air Conditioner Ad Heats Him Up

To the Editor: The enclosed Philco air conditioner dealer ad is my nominee for the summer season's most outstanding entry in the "How To Keep Consumers Hot" campaign that apparently is being waged by some members of the advertising business.


NOW! PHILCO brings you a
23,700 BTU*
2½ H.P.
1961 AIR CONDITIONER That FITS in a WINDOW!
FREE!
IONITRON
MULTI-ROOM COMFORT
WITH THE EASE & ECONOMY OF WINDOW INSTALLATION
• Automatic Thermostat
• Fresh Air & Fume Out
• Permanent
• Washable Filter
• 5-Year Guarantee
AS LOW AS
$158.88
GLOBE Sales Co.
13 S. 16TH STREET
RADIO • TV, LARGE & SMALL APPLIANCES

Doubtless, model 23AC122 is a cool, cool number. In fact, it looked so good that I, a hardened adman who has been close to major appliance fields, was ready to buy. While I knew that the $158.88 tag that jumped out of the ad was leading to something, I couldn't tell what. The entire ad is keyed to the 23,700 BTU units . . . even the *free* Ionitron indicates that for the ridiculous figure of $158.88, the poor slob of the public can buy Philco's cool two-and-a-half ton unit for $158.88, although he won't get the Ionitron. (How could he, isn't $158.88 cheap enough for a two-and-a-half h.p. unit without a premium to boot?)

Since early May, this ad has appeared all over the Delaware Valley area, with a different dealer's slug at the bottom. I wonder how much good will Philco has created for the poor retailer dumb enough to think that the consumer is dumber than we give him credit to be. Luckily the dealer who used his co-op money on this one didn't put his phone number in the ad. I called the others who did use a phone number, and after much hoop-de-la, found out the ad really didn't say that 23AC122 cost $158.88. It really cost over $300.

When will some of us in the business learn the consumer really ain't *that* dumb?

Norman Mohl,
Aron & Shore, Philadelphia.

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'Unwashed Image' of Ad Critic Reflected on Advertising

To the Editor: Page 27 of your June 5 issue was devoted to a naive and raucous piece of "Advertising We Can Do Without."

The ad kicked off with a big picture of an unshaven radical—of the mid-1930s variety—shouting "Advertising Threatens Our Way of Life!" It continued with a vigorous attack on "the unwashed exponents of political and economic utopias [who] would have us believe that free goods are preferable to free choice."

Who built *that* straw man? Did this ad attempt to identify *all* criticism of advertising with slimy subversion? All that was missing in the picture was a smoldering bomb.

It is precisely this kind of nonsense that helps confirm many negative opinions of our industry. And most of these opinions, by George, do *not* belong to individuals of the kind stereotyped in this ad. They belong to doctors, lawyers, engineers and other well-scrubbed but thoughtful people who value the role of advertising—but can't stomach the childish chest-thumpings of certain advertisers.

It's fortunate that this ad appeared only in our trade papers. It's much worse when messages with a similar tone are broadcast on tv or run in the general press. A recent horrible example is that ad headlined, "There Are Some Men Even a Hat Won't Help"—by now notorious as an exercise in bad taste and just plain foolishness. I'm sure it did nothing but promote the idea that advertising can insult the American intelligence, and that admen are nothing but a pack of empty-headed philistines.

Alan H. Bahr,
New York.

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The Secret of Victory

To the Editor: Glorious victory headlined across Pages 36 and 37 of the June 9 issue of *Time*, "Firestone Wins 38th Straight Race at Indianapolis," seemed less glorious after reading news item on Page 62: "All but one of the 33 gaudy, snub-snouted racers that roared past the fluttering starter's flag in last week's Indianapolis 500 rolled on identical Firestone tires . . ."

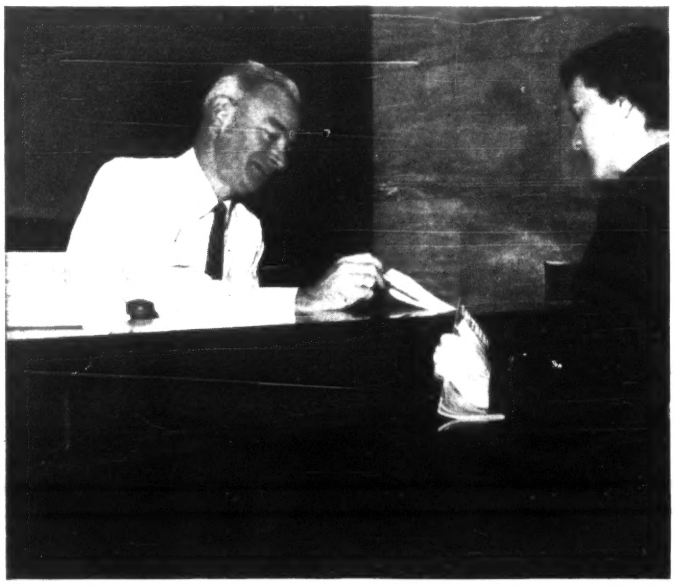
Donald W. Brown,
Account Executive, Maurice Mullay Inc., Columbus, O.

They Like Fun

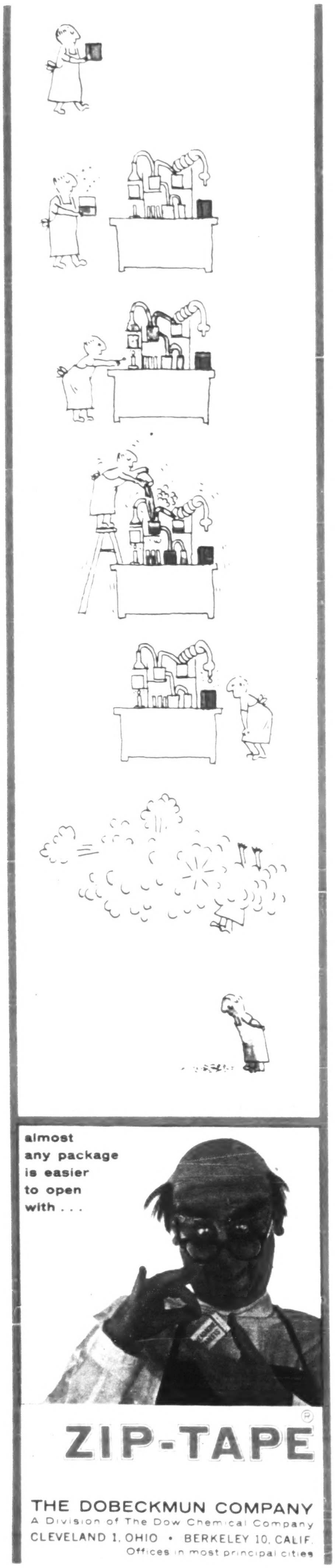
Why does The Mirror lead New York's seven dailies in advertising of fishing boats and in hunting and fishing equipment? Because The Mirror has the class of the mass market. Its readers like fun - and can afford it.

Make The Mirror a MUST!

The man from Cunningham & Walsh



Travel Guide. He's Story Chappell, a vice president of C&W, working where customers put their money on the line for travel. Getting to know customers at the point of sale is a habit with C&W people. This retail-mindedness is one of the reasons our advertising produces so many good results for the clients of Cunningham & Walsh Inc. MU 3-4900. Offices in: New York, Chicago, Houston, Los Angeles, San Francisco.


almost any package is easier to open with . . .

ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

Hunt Shifts $7,000,000 Wesson Account to Y&R

(Continued from Page 1)

some accolades. Arthur Winston, Hunt's exec vp, mentioned the 30 years' work and the "position of leadership" which Fitzgerald's advertising had helped Wesson attain. He praised the agency's creative work, its services to the marketing organization, and the working relationships. Finally, "If we can be of any service to you," he wrote to agency chairman Joseph L. Killeen, "in expressing to your clients and prospective clients our high professional and personal regard for your agency and its people, please advise me."

■ Robert Carley, who took over as Fitzgerald president in January, explained the background:

"At the time of the merger of the Wesson & Snowdrift Co. into Hunt Foods & Industries a year ago, we were advised that the Wesson marketing group would eventually be moved to Fullerton headquarters in California and that Fitzgerald would be required to set up in Los Angeles facilities comparable to those we maintain in New Orleans.

"Since then, we and client management have had many discussions to consider how this could be accomplished. However, following the transfer of the Wesson marketing staff to Fullerton this spring, it became clear that the economics of setting up from scratch a new, fully staffed Los Angeles office involved financial obligations to the agency that neither we nor the client regarded as feasible for Fitzgerald to assume.

■ "Hunt management went to great lengths in working with us to attempt to resolve the mutual problems involved so that we might be able to continue to service their business. Throughout they have approached this matter with utmost consideration."

■ The liquid cooking oil market consumes about 11,000,000 cases a year, and Wesson oil has a 15-20% lead on its nearest competitor, Corn Products' Mazola. Between them, they control some two-thirds of the market. =

Fitzgerald Tells 50: Start Looking for New Positions

(Continued from Page 1)

agency would discontinue operation, although it is probable that several procedural steps necessary under Louisiana law will be taken, aimed at letting some of the major stockholders get some of their money out of the agency, since Fitzgerald will no longer require the amount of capital it did when it was handling Wesson.

• The jolt of Wesson's departure made some other shocks seem mild, but Fitzgerald is also losing some smaller accounts, none of which have been announced. Austex Foods, in Austin, Tex., has been merged into Fritos, and reassigned to Tracy-Locke Co.; Jack's Cookie Co., whose marketing base has been switched from Baton Rouge to Charlotte, N. C., has named D'Arcy Advertising; and Higgins Slacks, a smaller advertiser, has named Walker Saussy Advertising.

• The probability is that when these changes are made, Fitzgerald will be billing at a rate of around $1,800,000 to $2,200,000. =

Last Minute News Flashes

Chrysler-Plymouth Merger Revives Agency Talk

DETROIT, June 23—Merger of two of Chrysler Corp.'s divisions into the Chrysler-Plymouth division this week kicked up renewed speculation on agency switches. The key to any changes is said to rest with the Plymouth and Chrysler-Imperial advertising departments, which now operate separately. If they are ultimately merged as completely as the two sales forces were last winter, chances of agency switches would increase. Current lineup at Chrysler is Batten, Barton, Durstine & Osborn for Dodge; Young & Rubicam for Chrysler; N. W. Ayer & Son for Plymouth; and Leo Burnett Co. for corporate advertising. C. E. Briggs, general manager of Chrysler-Imperial, heads up the new division. Harry E. Chesebrough, who headed Plymouth, was named director of quality control for the corporation.

British Agency Puts Shares on Market; Sale Is Speedy

LONDON, June 23—What is believed to be the first public offering of advertising agency stock was made here today by the Brunning Group Ltd., owner of four British agencies, the best known of which is S. C. Peacock Ltd. (According to AA's exclusive report Feb. 27, the Brunning group of agencies billed $7,500,000 in 1960.) Brunning offered 200,000 shares of its common stock, representing 25% of the authorized shares, at $2.05 per share—and the stampede for the stock was so great that the offering closed five minutes after the opening. Trading is expected to begin on the London Stock Exchange next Wednesday. The shares, based on the offering price and the current dividend, bring a return of 6.7%.

House Committee Tables Postal Rate Bill

WASHINGTON, June 23—The House post office committee voted 10-9 to table further action on postage rate increases yesterday. The committee has spent nearly six weeks taking testimony on the unprecedented rate increase.

Lehn & Fink Names F&S&R for Four Brands

NEW YORK, June 23—Lehn & Fink Products Corp. has named Fuller & Smith & Ross for several L&F division products, including Stri-Dex medicated pads, Noreen hair rinse, Hinds Honey & Almond Cream and Lysette, effective Aug. 1. Departure of the account from Ted Bates & Co. was announced some time ago (AA, May 1). Spitzer, Mills & Bates will continue with Noreen and Stri-Dex in Canada. Lehn & Fink reports billings on the F&S&R products at more than $1,000,000.

California Drug Unit Fined $40,000; Hedgpeth $1,000

SAN FRANCISCO, June 23—Federal Judge Louis E. Goodman today fined Northern California Pharmaceutical Assn. $40,000, and Donald K. Hedgpeth, its past president and pricing formula author, $1,000, for conspiring to fix the retail price of prescription drugs *(see Page 8 for earlier story)*.

Wagner to Smith Greenland; Ward Unit Seeks Shop

NEW YORK, June 23—Farm House Frozen Foods, a division of Ward Baking Co., expects to appoint a new agency within three weeks to succeed Smith Greenland Co. The company is "seriously considering" Grey Advertising, which handles the rest of Ward's account, but is also talking to two or three other shops. The account has been billing below $150,000. Succeeding Farm House at Smith Greenland is Wagner Baking Corp., Newark, which appointed the agency, effective June 1, after a switch in top management. Wagner had been at Charles W. Hoyt Co., billing about $150,000, but is expected to boost its budget to about $300,000.

Whitebrook Leaves Kastor, Hilton to Open Own Shop

NEW YORK, June 23—Lloyd G. Whitebrook has resigned as exec vp of Kastor, Hilton, Chesley, Clifford & Atherton to open his own international public relations and advertising counseling company, Communications Research & Advisory Corp., with offices at 60 E. 42nd St. Mr. Whitebrook said he expects to handle both political and governmental pr accounts. He recently returned from more than a month's visit to the Far East. In 1955, he closed his own agency to join KHCC&A.

Wilmington Dailies to Hickerson: Other Late News

• **The Wilmington News and Journal**, which scrapped the national-retail rate differential and offered to sell national space at net rates to advertisers, today appointed J. M. Hickerson Inc., New York, to handle its national advertising. No budget or plan has yet been worked out, but Story, Brooks & Finley, the dailies' representative, is scheduled to participate in the promotion.

• **General Foods' Maxwell House instant coffee**, one of the most heavily promoted brands in spot tv, has pulled its entire budget out of the medium—about $4,200,000 a year. The company said it was "wholly an advertising and marketing decision" and not a protest against the coming longer station breaks. No reinvestment plans have yet been made, and it has not been decided whether the instant brand will return to spot tv in the fall.

• **Thomas F. Buck**, previously ad director of *McCall's* and more recently named assistant to the publisher (AA, April 17), has resigned to launch a crusade against "political immorality" in New Jersey. Mr. Buck hopes to rally support among Jerseyites for "honesty and integrity in government."

• **Tampa Daily News Publishing Co.** has been formed to bring out a new daily morning and Sunday newspaper printed offset starting Nov. 1. The company says new printing techniques will permit it to publish the paper at lower cost than most newspapers and that advertising rates will be one-third less than those presently charged in the Tampa area. Donald A. Miller, news editor of the *Tampa Times* before it was sold to Tribune Co., is president of the company and editor and publisher of the newspaper.

• **James W. Beach**, who in April resigned as vp in charge of ABC-TV's central division (AA, April 3), will join Foote, Cone & Belding, Chicago, July 5 as a supervisor in the broadcast department.

• **Serta Associates**, Chicago, will reach a decision tomorrow (June 24) or next week on whether to retain Tatham-Laird, Chicago, or choose a new agency. Finalists are Tatham-Laird and one other agency. The account bills between $500,000 and $600,000.

U. S. Starts to Pick Agency for Tourism

(Continued from Page 1)

gether with copies of the "background paper" outlining the selection process and the specifications which agencies are expected to meet.

■ As outlined in the department's announcement, this is how the selection is to be made:

• 1. A complete background paper is available to all agencies that are interested in investigating the opportunity. It lists the qualifications which the department has in mind.

• 2. By July 12, agencies are to submit in writing their qualifications for the job. They are specifically requested not to submit artwork, layout or copy on a speculative basis.

• 3. A committee headed by Under Secretary of Commerce Edward Gudeman, former Sears, Roebuck vp, will review the written applications. At least six agencies will be invited for personal interviews.

• 4. The committee will make a tentative selection, for consideration by Commerce Secretary Luther Hodges.

■ As finally approved by Congress yesterday, the tourism program is authorized at a rate of $3,000,000 the first year and $4,700,000 annually thereafter. But the Commerce Department appropriation bill passed by the House puts up only $2,000,000 to start with, and the Commerce Department has cautioned agencies that the entire project is contingent on the willingness of Congress to put up the necessary working funds. The Senate has not acted on the department's budget yet.

The "background paper" which the department is distributing to agencies says that the selection committee will consider only agencies and public relations organizations that can demonstrate a "long-standing and continuing operational relationship" with units in all 12 of the countries it has in mind. These relationships can be in terms of wholly-owned subsidiaries, long-standing affiliates or partnership arrangements, but full details must be submitted.

The 12 countries are United Kingdom, Germany, France, Venezuela, Japan, Australia, Brazil, Colombia, Italy, Holland, Belgium and Switzerland.

■ Full information about the assignment, including an opportunity to examine unclassified background information on tourism studies, may be obtained from C. P. Austin, director, Office of International Travel, Bureau of Foreign Commerce, Department of Commerce, Washington 25, D.C. =

Raisin Board Sets $935,000 Ad Budget

California's Raisin Advisory Board, Fresno, which earlier approved a four-point program to "offset an increase in the 1961 raisin crop" *(see story on Page 18)*, has approved a 1961-'62 ad budget of approximately $935,000. Advertising, prepared for the board by J. Walter Thompson Co., San Francisco, will concentrate on newspaper, magazine and tie-in campaigns with holiday themes as well as a February sweepstakes.

The first campaign will be based on a Halloween drive to sell "little packs" of raisins and will be concentrated in newspapers. Tie-in promotions will involve S&W Fine Foods, General Mills, Diamond Walnut Growers and Dow Chemical's Saran Wrap as well as Nestle and Pet Milk. Regional raisin advertising will utilize radio, tv and newspapers.

TvB Hits Nielsen Magazine-TV Data as Invalid

NEW YORK, June 21—The Television Bureau of Advertising doesn't like the way A. C. Nielsen Co. has been presenting the new Nielsen Media Service—and the bureau wants the world to know about its displeasure.

Introduced in March, the new service shows the number of homes reached by each magazine surveyed, with breakdowns by sex and income. The figures are being used to show the complementary, competitive and duplicating reach of magazines and television (AA, March 13).

Complaining that Nielsen has been describing its new service as a "comparable measurement for television and magazines," TvB said the use of the data for comparing the two media is invalid and could result in misleading conclusions.

"While we believe advertisers and agencies must seek new information about all media, this information should be clear in its applications and implications," TvB said in a statement to the press, which included a copy of an unanswered letter sent to A. C. Nielsen Sr. last April.

■ "We do not believe the Nielsen Co.'s magazine-television service meets either qualification. The new Nielsen service is being represented as one 'supported by both the buyer and seller of media.' The television industry does not support this new service, and in fact, TvB opposes it," the bureau said. =

Chilton to Launch International 'Iron Age'

Chilton Co., Philadelphia, will publish the first issue of a new magazine, *Iron Age Metalworking International*, in January, 1962. George T. Hook, publisher of *Iron Age*, will be publisher of the new publication, whose format will differ from the domestic *Iron Age*. Editorial content will be multi-lingual and international in character. Advertisers will be offered a multi-lingual service.

Circulation coverage will be based on international requirements of American and foreign metalworking companies as determined by surveys conducted in the U.S., United Kingdom, Germany, France, Italy, Belgium, Switzerland, Austria, the Netherlands and Scandinavian countries.

Russo Opens L.A. Agency

John Russo

John Russo, formerly with the international division of Max Factor & Co., has opened an agency specializing in international advertising at 5455 Wilshire Blvd., Los Angeles.

Mr. Russo was director of sales promotion and merchandising of Max Factor, and before that was a vp of J. Walter Thompson Co., New York.

Flotill Seeks Agency

Flotill Products, Stockton, Cal., producer of Tillie Lewis Tasti-Diet Foods, Flotill, and Flotta fruits and vegetables, has announced it will replace Cohen & Aleshire, New York, with a West Coast agency still to be selected. C&A is the 12th agency which has handled Flotill advertising in the past 12 years.

TV Men Blame Sponsors, Admen in FCC Hearing

(Continued from Page 2)

The parade of writers, directors, performers and producers generally agreed that diversity and balance do not exist in network programming, that program creativity has been shunted aside in favor of the film factories' hard-hitting formula shows, and that the average sponsor, concerned with reaching as many people as possible with his commercials but not with "disturbing" ideas, is a principal—if not the principal—villain. Writers in particular are convinced that advertisers—and their frequently even more timid agency representatives—are largely responsible for keeping meaningful material off the video screen.

■ Producer David Susskind, one of television's most voluble critics, spent most of Wednesday recounting his tribulations with sponsors, advertising agencies, talent agencies and networks.

During a long question-and-answer session with FCC Counsel Ashbrook P. Bryant, the angry young man of television let loose a barrage of charges, both general and specific. Among them:

• The three networks have a death grip on programming. Previously producers could sell good programs to advertisers or agencies. Now program decisions are made by three men, who are engaged in a mad, almost paranoiac race for ratings. The criterion is not how good the show, but how popular.

• Even if sponsors were ready to buy what they consider quality, image-making programs, the networks, forever worried about the competition, might turn them down. For instance: General Electric and BBDO were sold on a new Talent Associates produced repertoire theater series to replace "GE Theater." The project had been endorsed by the top man at CBS-TV, James T. Aubrey Jr., but CBS had a change of heart and turned down the original drama series when both ABC and NBC programmed action shows opposite the GE time.

Talent Associates was told CBS needed something bigger and more glamorous than original dramas to fight "Bus Stop" (ABC) and "Bonanza" (NBC).

Breck was happy with the prestige values of the "great classics" adaptations on CBS despite unsensational ratings of 12s and 13s and wanted to renew for the 1961-'62 season. But Reach, McClinton was unable to clear any network time for this show—even on Sunday afternoon.

• Even such an ambitious program as a 26-week series featuring ex-President Truman talking about the history he helped make could not find time on any network. Said ABC: "We're up to our neck in Presidents." Said NBC: "We pass." Said CBS: "Public affairs and news are the exclusive province of the network here." The Truman film will be sold on a station-by-station basis.

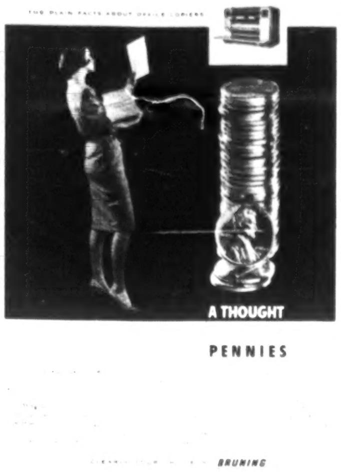
■ Erik Barnouw, Columbia University professor and a writer-director, said tv couldn't possibly develop a new Paddy Chayefsky and "that there isn't even a market for Chayefsky himself unless he wants to write 'Surfside 70'." Television writers who stay to write formula shows or vehicles for cowboys stay because they would go hungry if they didn't, he suggested.

Mr. Barnouw said advertisers behave logically by selecting the formula show that reaches 24,000,000 people over another show, costing about the same, but reaching fewer people. So "Playhouse 90" falls by the wayside and a western series takes over. He said the question is not whether such advertisers make short-sighted decisions, but whether the decision should be put to them in the first place.

■ The professor-writer proposed that advertisers be insulated from programming decisions. He argued that the experiences of British commercial video, supported by some of the same advertisers; public affairs and news sponsored in the U.S., wholly supervised and controlled by the networks; and the advertising-editorial relationship of print media show that such a policy of insulation is workable.

He advocated what sounded like a type of magazine plan sponsorship, with minutes rotating during the best viewing hours.

■ Most optimistic of the playwright witnesses was Tad Mosel, author of the Pulitzer Prize winning Broadway play, "All the Way Home," and a self-described "product of television." His gratitude toward television, which gave him a chance to write six plays in a year, seemed obvious. He admitted there were some bad plays in the early days of tv. "But there was always next week; so they didn't line you up and shoot you if you failed one week," he recalled.



PENNIES FROM BRUNING—*Charles Bruning Co. will run this page ad for its office copiers in the July 7 Time, the July 29 Business Week and the September issue of Management Methods. Buchen Advertising, Chicago, is the agency.*

Canada Admen Talk Warily of Magazine Report

(Continued from Page 2)

ing it "strongly protests the recommendations of the Royal Commission on Publications . . . that the deduction from income by a taxpayer of expenditure incurred for advertising directed at the Canadian market in foreign periodicals wherever printed be disallowed.

"This recommendation, if adopted, would impose a regulation on advertising, thereby singling out this one particular cost of doing business and subjecting it to discriminatory and unfair restriction or penalty," CAAA said.

■ Last week, Warren Reynolds, president of CAAA, told ADVERTISING AGE: "We note that the problem has been dealt with as an economic issue taking into account the financial and earning problems of publishing in Canada. We are pleased to note that there is no interference with the fundamental right of the dissemination of ideas regardless of the country of origin.

"In our brief to the Royal Commission we advocated that any publication carrying paid advertising addressed specifically to the Canadian people should be required to print and publish in Canada. The commission's recommendation regarding split runs would appear to uphold this view. The other major recommendation in the commission's report, dealing with denying the advertiser the privilege of deducting his advertising costs as a business expense, has rather far-reaching implications."

■ It appears that most Canadian advertising executives privately support the recommendations of the commission, but cannot go along with them professionally.

Said one well respected vp of one of the country's largest agencies: "I'm all in favor of the report. Frankly, I can't stand *Time* or *Reader's Digest*—nor can I stand for what they stand for—but I can't ignore what they give me in cost-per-1,000. Professionally, I suppose, I'm all for them."

Other executives echoed his statement. But one said: "Ours is a professional relationship between the advertiser and the medium. We place ads in the most efficient way we can. I don't think agency men—or our association—should take any part in this debate. It is none of our business."

■ But while advertising men obviously were somewhat confused over the recommendations of the report, much editorial comment in media appeared:

Con

A number of Canadian newspapers and broadcasters voiced opposition to the report. The *Toronto Telegram* termed the proposal "unbelievable," and the *Victoria Times* commented that "magazines, like any other product, should stand or fall on their merits."

The *Vancouver Report* said Canadian companies, faced with higher costs to advertise in U.S. magazines, "are more inclined to slash the Canadian periodicals off their advertising budgets altogether in order to save the money to pay the extra charges in the more effective American publications."

Radio Station CKGM, Montreal, commented: "Having made a move to keep the Canadian magazines in business, will the government do as much for other information media? You know and I know that Canadian brewers, whisky manufacturers, clothiers and merchants of all sorts beam messages at our largest cities from just across the border . . . Canadian broadcasters have felt the pinch of this, but they have not complained. They have felt that they can make out on a strictly free-enterprise basis."

Reviewing the implications of the report, Leslie Roberts, radio commentator on CJAD, Montreal, said, "To be logical, Canada will also have to find some device—like tearing out pages at the border—to prevent Canadian subsidiaries of U.S. companies benefitting from advertisements inserted in American magazines which are sold here. Crazy? Certainly, but pure logic, too.

"In fact, hadn't we better tell every importer of anything—because the advertiser is an importer in this context—that henceforth no goods purchased abroad can be considered as involving legitimate business expense? Then we can all sit back and take in each other's laundry."

■ John R. Reitemeyer, chairman of the executive committee of Inter-American Press Assn., urged the Canadian government not to adopt the recommendations, "the result of which would be to seriously impede international communications."

Pro

Canada's Periodical Press Assn. endorsed the report, saying it was "happy that the report gives full recognition of the importance to Canada of truly Canadian periodicals, and that it stresses the fact that the objective of keeping Canadian advertising dollars in Canadian communications media is a vital necessity."

■ Floyd S. Chalmers, president of Maclean-Hunter Publishing Co., Toronto, said that if the recommendations are implemented by the government, they would go far toward creating in Canada not only a climate in which existing periodicals would have a chance to survive, but a climate where it would be possible for an increasing number of young Canadians to start new magazines with a good chance they would survive. He said it would return about $9,000,000 yearly in lost ad revenues to Canadian media.

■ J. B. McGeacy, columnist in the *Financial Post*, a Maclean-Hunter weekly, said no one accuses U.S. periodicals of a deliberate design to destroy Canada or deliberately to interfere in its political, economic or social affairs, or to damage the Canadian publishing business.

"It just happens," Mr. McGeacy continued, "in the realities of the situation, that Canada offers to American publishers a particularly easy and extremely profitable field for exploitation and that this fact means that before long, if present trends continue, Canadians will read about their own political and social affairs only in American-owned and American-directed magazines."

• • •

■ In the wake of the royal commission report, advertising men were studying what well may be an historic document on both sides of the border.

Along with the general recommendations outlined in AA last week, the commission also got into some seldom-discussed areas:

1. In a section devoted to agencies, the report suggested by inference that a periodical with a high page rate operates at considerable advantage. While the report carefully eschewed suggesting that advertising in many small publications is better than that in a few large ones, or that the number of publications is a decisive factor in advertising agency recommendations to clients, it went on to say: "Advertising agents are, however, like other business people in that they must have regard to net profit in their operations. The degree of disinterestedness will vary, but only an impractical person can be so disinterested as to disregard the factor of net profit. The counseling of advertisers by agencies is thus affected in varying degree by the profit interest of the agencies."

2. Again, the report remarked that it seemed "unlikely" that Canadian advertisers or agencies looked on advertising activity as affecting the national interest or that they considered the implications of "placing advertising in foreign periodicals distributed in Canada." An agency representative had told the commission that the motivation of the agency business is to place advertising to move goods and services. "This implies that an increase in the movement of goods and services would be in the national interest regardless of how and where the advertising was done," the report remarked tartly, adding that government and Crown corporations have advertised in Canadian editions of U.S. magazines, and that even a Canadian advertisement admonishing readers to "buy Canadian" had appeared in one foreign magazine.

3. The report had some harsh words about the efficacy of magazine advertising generally.

A description of magazine advertising by Dr. Peter Cornell, research economist for the commission, which appeared in the appendix, said: "By and large, magazine advertising is used in a strategic rather than a tactical role. Particularly in the consumer area it is directed to a long-term build-up of brand image, quality and prestige, to create a reservoir of good will. But this reservoir can be tapped only by the use of other media, mainly newspapers, radio and television, which carry the 'hard-sell' or action advertising message." Only in book and record club advertising does the direct action message become a dominant feature of magazine advertising, he said.

4. The report contained an analysis of the Canadian magazine publishing scene which tended to show that *Time* and *Reader's Digest* were publishing profitably while their competition lost money:

• *Time* showed a gross profit of $2,896,860, or 14.8%, for the five years, 1955-59. Its biggest profit year was 1959, when it earned $937,119 before taxes, or 22.2%; its low year was 1957, when gross profit was $222,521, or 5.5%—but this was after an excise tax on advertising of $514,571.

• *Reader's Digest* showed a gross profit of $3,670,841 for the same five years, or 14.1%. Its best year was also 1959, when pre-income tax earnings were $1,158,096, or 18.9%, its low year was also 1957, when gross profit was $335,854, or 6.3%, after an excise tax on advertising of $536,889.

• For the same period, Maclean-Hunter's consumer magazine division showed a loss before income taxes of $1,073,938. In 1959, it showed a pre-tax profit of $87,660, or 0.9%; its best year was 1956, the pre-tax earnings were $232,195, or 2.9%, and its low point was also 1957 when it showed a loss of $765,860, or 9.5%. In the five years, only 1956 and 1959 were profitable for Maclean's consumer division; the other three showed losses of $7,132, $620,801 and $765,860.

• Six Canadian consumer magazines, excluding Maclean-Hunter, weekend magazines and *Time* and *Reader's Digest*, reported a loss of $1,253,871 for the five years. In each year the group showed a loss—the smallest in 1959, of $112,527; the largest in 1957, $382,800.

5. Canadian business papers, in the opinion of James M. Dunwoody & Co., chartered accountant which studied the field, were in good shape—"generally healthy condition in comparison with the U.S. industry." But the report noted that per year circulation of U.S. business papers in Canada rose 309% between 1950 and 1959, while Canadian business papers circulation rose only 88%.

■ A supplementary observation in the report, by Commissioner John G. Johnston, referred to Maclean-Hunter's domination of the Canadian market, and to charges that the recommendations would primarily aid that publisher. "The position as the commissioners see it," he said, "is that continuance of the present situation would in the future further the preeminent position of Maclean-Hunter, whereas the elimination of inequitable competition would help the existing small publications and make less foolhardy new ventures into this highly competitive field." #

but it can't make ducklings

It looks like a duck. It floats like a duck. Up to a point it even attracts other ducks. But it's not built for the real job. It can't make ducklings.

Some advertising is like that. Handsomely carved—artfully painted . . . carefully launched . . . and with an almost natural sound-track quacking behind the blind. Sure . . . it brings down a few live ones here and there . . . but it won't deliver real ducklings.

You need real flesh and blood and tail feathers . . . the warm glow of understanding . . . the sighing of soft wind in the tall marsh grass to do that for you.

Even a duck can tell the *real thing* . . . The Personal Approach . . . and is moved by it when he meets it.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

OPERATOR—*The phone is one of Adrian Zecha's promotional tools*

$1,200,000 from Three Continents . . .

'Asia Magazine' to Start Out Like Continent It Will Serve—Big

English-Reading Asians Are Best Audience—Now, Says Publisher Zecha

By Milton Moskowitz

NEW YORK, June 20—Adrian Zecha is a 28-year-old Indonesian who has raised $1,200,000 in the past year to launch *Asia Magazine*, a supplement that will be published in Hong Kong, printed in Tokyo and distributed with English-language newspapers in 12 countries.

Adrian Zecha

"I haven't spent more than ten consecutive days in any one place during the past ten months," Mr. Zecha said last week, as he completed a whirlwind week of meetings with the agency and advertiser executives in New York.

A slight, wiry man (he is 5' 6" tall and weighs 130 lbs.), Mr. Zecha came to New York fresh from similar meetings in London and Frankfurt. This week he will be making quick visits to Akron, Chicago, Milwaukee and San Francisco to call on prospective advertisers for *Asia Magazine*, which will publish its first issue Oct. 1. He will also be attending the graduation of his youngest brother from Stanford.

■ The $1,200,000 financing came from three continents. Mr. Zecha said he obtained 80% of it in Asia—from investors in Hong Kong, Japan, Ceylon, the Philippines, Malaya and India. Venture capital also was raised in Athens, Paris, London, Toronto and Montreal. A block of $100,000 was raised on Wall St. here.

Mr. Zecha and his editor, Norman Soong, control 30% of the publishing company, Asia Magazines Ltd.

"Raising the money was a minor problem," confided Mr. Zecha, who exudes a self-assurance that holds his associates in awe. "The key was circulation. Once we had the newspapers lined up, the rest was easy. We know the advertising money is there. We know people are vitally interested in the market."

A perfect prototype of the young man in a hurry, Mr. Zecha made it clear he considers *Asia Magazine* "only the beginning." He called the magazine "right" for the market, because the bulk of purchasing power in Asia (outside of Japan) is found with English-speaking people. However, Mr. Zecha said that as the Asians' standard of living improves, his company will be ready to move into local-language publishing. "That's why the title of the corporation is plural," he said.

■ *Asia Magazine's* business operations will be patterned along lines of the Sunday supplements published in the U.S. The supplement will be sold to distributing newspapers, which will receive a percentage of the ad revenue. The book will go to press in Tokyo six weeks ahead of publication date. Copies to Southeast Asian countries will be shipped by sea from Yokahama. The longest journey will be the one taken by the copies bound for Karachi, where the supplement will be distributed by the *Pakistan Morning News*.

Asia Magazine expects to be delivering a circulation of 650,000 and will be charging $4,000 a page. Mr. Zecha said the book will be in the black when it is carrying $40,000 of ad revenue per issue.

Mr. Zecha formerly worked for Time-Life International, and he is well versed in the art of magazine promotion hyperbole. In distributing dummy copies of the magazine here last week, Mr. Zecha penned a covering letter which opened with this clarion:

■ "In the history of our era there have been several occasions when vital reading needs impelled the inauguration of new publications. In 1922, the time was right to begin *Reader's Digest*. In 1936, the world needed a picture periodical, and *Life* was born.

"Today the people of Asia similarly have a desire to read a publication of their own—and it is to serve them that we announce the Oct. 1 publication of a new weekly periodical, the *Asia Magazine* . . ."

Mr. Zecha has not spared costs in staffing up for his venture. Heading the New York sales office is George M. Newell, who was formerly San Francisco manager for the international editions of *Life* and *Time*. Another ex-Time Inc. salesman, Bruce Fellowes-Gordon, is European ad director in London. George Black, formerly creative director of the Frankfurt office of J. Walter Thompson Co., has been hired as ad director on the European continent. The Tokyo-headquartered Far East ad director is Gene Gately, formerly projects manager of the Pacific edition of *Newsweek*. And the creative director, to be headquartered in Hong Kong, is Arturo F. Gonzales, formerly advertising promotion director of the international editions of *Reader's Digest*.

■ Mr. Zecha's previous employer obviously rated him highly. He was Pacific operations manager for Time-Life International before he turned 25, and he opened sales offices for the company in Manila and Bombay. Nevertheless, Time Inc. people told ADVERTISING AGE: "We always knew we were only training him for his own publishing operation."

Mr. Zecha, who appears to be at home in any city in the world (he knows people everywhere), is the son of a wealthy Chinese business man, Lauw Zecha, who was an important distributor and rubber estate owner in Indonesia. The elder Mr. Zecha, who now resides in Singapore, gave [illegible] all first names beginning with A and sent them to the U.S. to be educated.

[illegible]

■ [illegible]

Negro-Aimed Radio Shows Get More Air Time, Keystone Says

[illegible] the stations [illegible] division [illegible] affiliate today [illegible] quarter hours per [illegible] programs designed especially for Negro audiences. One station, the survey found, carries as much as 118 hours weekly of Negro programs, the network said.

■ The growth of programming, as well as the rise in the number of stations in the Negro Network from 278 to 361 over the past decade, is attributable to the fact that "the population boom has hit everywhere, and Negro families are growing even faster, in most instances, than are white families," according to Keystone. ≡

'Campus Life' Bows

Campus Life has bowed with an August issue. It will be the only issue published by Campus Life Inc., 210 E. 58th St., New York, until monthly publication for the nine-month school year begins in October. One-time b&w page rate is $1,000; four-color rate is $1,500. The magazine will be sold on newsstands in college cities and towns.

Noyes
Preston
Schwarzler

HANDS ACROSS THE SEA—*Talking over Noyes & Co.'s new international affiliation during the agency's 40th anniversary dinner are Frederick C. Noyes, president, Noyes & Co.; John Preston, president, Ripley, Preston & Co., London, England; and Charles Schwarzler, v.p. marketing and international operations, Foxboro Co., Foxboro, Mass., a Noyes client.*

Noyes Marks 40th Year with Clambake, European Affiliation

PROVIDENCE, R.I., June 21—Noyes & Co. celebrated its 40th anniversary here this month and at the same time added an international dimension to its operations.

The celebration of the 40th birthday of the agency was marked by a clambake at Rhode Island's famed Squantum Club. And the agency used the occasion, at which 60 executives representing Noyes' clients were present, to announce its affiliation with the Organization for Advertising & Promotion of Sales in Europe & the Common Market.

Noyes & Co. will be the sole New England representative of this network, which will provide the agency with branch office facilities in 14 European countries.

■ A special guest at the clambake was John F. Preston, president of Ripley, Preston & Co., London, and managing director of the European agency network *(see story below)*. He told the guests that in joining the group, Noyes will be linked on a working basis with agencies in Great Britain, France, Germany, Belgium, Switzerland, Italy, the Netherlands, Portugal, the Scandinavian countries, Morocco, Lebanon and Turkey.

Noyes, which has [illegible] people on its staff, has had a [illegible]-year affiliation with Continental Advertising Agency Network, which provides facilities in the U.S. and Canada. ≡

British Agencies Higher in Profit Margins, Lower in Salaries, Says London Ad Exec

CLEVELAND, June 20—A British ad executive has expressed his amazement over the low margin of profit demanded by U.S. agency chaps.

John Frank Preston, chairman and managing director of Ripley, Preston & Co., a London agency, said here he is always amazed at the small percentage that American agencies come and go on.

"Your agencies operate on a margin of about 0.6%," Mr. Preston said. "That compares to 5% for the typical large U.S. corporation.

"My agency operates on a margin of 2.4%," he said.

"One reason your margins may be so small," he said, "is the salaries American agencies pay their executives. My agency has 170 employes; only four earn more than $30,000 a year.

"A few days ago I was talking with an American agency president who has 170 employes. Of these, I was told, 41 earn more than $30,000. No wonder your advertising agencies have such a tough time making ends meet," Mr. Preston said.

Mr. Preston is on a tour of eastern and midwestern agencies affiliated with the Continental Advertising Agency Network which may have clients wanting to advertise in Great Britain or elsewhere in Europe. In Cleveland the London adman was the guest of Bayless-Kerr Co.

■ Asked for comments on advertising practices in England and the U.S., Mr. Preston replied:

"American advertising techniques don't always work in my country. There's one way to sell a car in Britain; another way to sell it in America. We still use more of the 'soft sell.'

"Nor do British agencies compete for business the way U.S. agencies do. Our code of ethics bars any agency from seeking out a client doing business with another agency. The client must come to us.

■ "We can solicit a company that has no advertising representative," he said, "but only through a complete presentation of our services. We cannot write the client a letter or call him by phone," he said.

Mr. Preston said there had been a decline in British tv viewing because of advertising.

"All this business of which shirt is whiter and which soap is more cleansing is rather revolting. People don't like commercialism—not in heavy doses," Mr. Preston said.

'Medical World' Names Duncan

Lawrence S. Duncan, formerly with the American Medical Assn. on *AMA News* and *Today's Health*, has been named midwestern representative of *Medical World News* and has opened an office for the magazine at 510 N. Dearborn St., Chicago. Now entering its second year, *Medical World News*, a bi-weekly, reported that its first quarter advertising volume was up 26% over average volume in its first 18 issues.

'McCall's' Names Three

Alan French, formerly with Phillips & Van Orden Co., San Francisco, has been appointed assistant to the business manager of *McCall's*, New York. William T. C. Huber, previously drug and cosmetic marketing manager of *This Week Magazine*, has joined *McCall's* as drug and cosmetic merchandising manager. John Logsdon, formerly with *Simplicity*, has joined the *McCall's* sales staff.

This Week in Washington . . .

Tell Story of Farming via Ads, Freeman Urges Related Industries

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 22—Agriculture Secretary Orville Freeman believes in the power of advertising—and he wishes someone would put it to work in behalf of farmers.

The Secretary admits that the farmer has some exceedingly knotty economic problems that are going to take a long time to solve. On top of that, he finds the farmer has public relations troubles which contribute to his misery.

"For nearly 10 years," Mr. Freeman says, "the farmer has been scolded and derided as the creator of surpluses and the recipient of subsidies. Consumers think he is responsible for high food prices; taxpayers think he is responsible for high taxes; a large part of the non-farm public imagines him as a fellow in well-cut overalls behind the wheel of a Cadillac paid for by Uncle Sam."

The Secretary says these images are distorted, unfair, and destructive.

"They ought to be changed—and they ought to be changed through an advertising campaign financed by some of the industries which do business with the farmer," he says.

▪ In a speech before the National Plant Food Institute, Secretary Freeman put it on the line: "Since I have been Secretary of Agriculture, I have heard a great deal about agri-business and the important economic relationship between the farmer and the industries that supply his agricultural needs.

"But I have not seen in our great mass-circulation magazines an institutional advertising campaign, supported by such an industry, to help get across the true story of modern agriculture and its contribution to our times. Nor have I turned the dial of my tv set to an industry-sponsored program about agriculture as a science or farming as a way of life.

"What the government can do along these lines is limited. But is it too much to hope that American business—and particularly that segment dealing directly with agriculture—will pitch in and help to translate the facts about farmers and farming into an accurate image in the public mind?"

▪ The Secretary says he's disturbed by the tendency to "compartmentalize" the farmer and his problem as something apart from the rest of our society. Actually, he suggests, agriculture is everybody's business. Its problems are everybody's problems; its strength is the nation's strength.

In the past decade, he points out, agriculture increased its production by 29%, but suffered a decline of 26% in net income.

"If some of the highly organized and highly vocal U.S. industries were put through an economic squeeze of these dimensions, they'd yell so loud we'd hear echoes coming back from the moon," Secretary Freeman comments.

As to the role of agriculture in our economy:

- Farm people constitute a market for $40 billion to $45 billion worth of goods and services—of which only $26 billion is for goods and services used in farm production. The agriculture market is thus a $15 billion to $20 billion market for family cars, tv sets, home furnishings, appliances, cosmetics, pharmaceuticals, and the whole range of consumer goods.
- Capital investment in agriculture exceeds $203 billion—an amount equal to 75% of the current assets of all the corporations in the U.S., or 75% of the market value of all corporation stocks on the New York Stock Exchange.
- Almost $100 billion, or nearly one-third of the American consumer's annual expenditure goes for food and clothing produced by, or made from the products of, agriculture.
- Almost 75% of all basic raw materials are of agricultural origin.
- More people are employed in agriculture than in any other single industry except retail trade.
- More personal income originates in agriculture than in any other industry except wholesale and retail trade and contract construction. In 1959, income originating in agriculture was some 53% greater than in the primary metal industries; 72% greater than in the chemical industry; more than twice as great as in the automobile and auto equipment industries.

▪ "The success of the American farmer can be the secret weapon in our effort to make democracy and freedom the revolutionary force in a world of rising expectation," Secretary Freeman suggests.

The real cost of food in this country, he points out, in terms of how much labor it takes to buy it, is lower than anywhere else in the world—20% of our take home pay. "Yet the average citizen recognizes neither agriculture's success in providing him with the world's best and least costly diet—nor agriculture's economic distress which flows directly from the fact that the farmer is the only major producer who cannot influence the reward he receives for his productive effort."

Compared with the Russians, he points out, our farmers produce 80% more on one-third fewer acres, with one-eighth the number of workers. "Some 6,000,000 persons on U.S. farms produce 60% more than 48,000,000 in Russian agriculture. Unbelievable, but true," he says.

▪ "Our farmers have achieved for us the dream that man has sought through the ages. For the first time, we in the U.S. can produce enough food and fiber to meet all our needs, with vast quantities left over to help supply the needs of millions throughout the world.

"This is an achievement of far greater consequence than putting a man in space. Meat, milk, fruits and vegetables in the hand are far closer to man's basic needs than a star in the sky. There is no better propaganda in all the world than the success story of American agriculture." =

Carroll MacDougall Segal Paddock

FIRST CONFERENCE—*The Suburban Press Foundation held its first national conference in Chicago June 16-17. Here, Robert Y. Paddock, Paddock Publications, publisher of suburban Chicago newspapers, and president of the foundation, breaks bread with three of the conference speakers: Harry Carroll, Chicago sales manager, Weekly Newspaper Representatives Inc.; Dr. Curtis F. MacDougall, professor of journalism, Northwestern University; and Harry Segal, advertising manager, Jewel Tea Co. The foundation was organized a year ago by eight suburban Chicago newspaper publishers. The conference served to expand the foundation to a national organization.*

Bohack Enters Trade Stamp Arena; Offers King Korn

NEW YORK, June 20—Bohack Co., a large food store chain operating 196 supermarkets in the New York metropolitan area, announced last week that it is offering King Korn trading stamps in all of its stores.

Bohack has never had a trading stamp plan before. Included under the stamp program are the Food Farm supermarkets of Staten Island, now a part of the Bohack Co.

King Korn Stamp Co., Chicago, will promote the use of its stamps in the Bohack stores with an extensive ad push in this area in newspapers, radio and tv. Large space ads, many of them spreads, are scheduled in three New York dailies—*Journal-American, Post* and *News*—and in the *Long Island Press, Newsday, New Rochelle Standard Star, Patchogue Advance, Riverdale Press, River Head News Review, Staten Island Advance* and *Suffolk County News.*

▪ Radio spots have been scheduled for 52 weeks on WABC, and for 26 weeks on WOR and WINS. A total of 25 spots will be seen weekly for four weeks on WNBC-TV, and 16 spots a week for ten weeks on WOR-TV. Powell, Schoenbrod & Hall, Chicago, is the King Korn agency.

The Bohack chain also will promote the trading stamps with ads in newspapers, radio spots and outdoor. =

Maidenform 'Dream' Drive Set

Maidenform Inc., New York, will break the largest fall campaign in company history in August, with 52 pages of "dream" ads scheduled for 16 magazines, plus a newspaper campaign in 107 cities. Among the headlines will be, "I dreamed I drove them wild," "I dreamed I had a stylist carriage" and "I dreamed I bowled them over." Special attention will be given to the 10-to-14 age group in a separate drive. Norman, Craig & Kummel is the Maidenform agency.

Chicago t.f. Club Elects

John Dix, Conover-Mast Publications, has been elected president of the t.f. Club of Chicago. Other officers who will serve for the 1961-'62 term include W. L. Poland, Penton Publishing Co., 1st vp; James Anderson, *Architectural Record,* 2nd vp; Robert R. Pierson, *Tooling & Production,* 3rd vp; and Thomas H. Barry, *Iron Age,* secretary-treasurer.

THE PURSUIT OF QUALITY — OUR CONSTANT DEDICATION

HM HUTCHINGS & MELVILLE, Inc. *Custom Photoengraving*
4043 NORTH RAVENSWOOD AVENUE, CHICAGO 13 EASTGATE 7-9220

The BIG 5th

EL PASO TEX.

UNIQUE INTERNATIONAL BLEND

• • • • • •

El Paso, big 5th city of Texas, contains 750,950 consumers in southern New Mexico, West Texas, and Juarez . . . Old Mexico's 4th largest city. The Big 5th serves this huge trading area, which rates well within the nation's **TOP FIFTY MARKETS.** Sample the sales savor of this potent international blend! El Paso Broadcasters will give your sales a lift with 100-proof coverage, when you buy the Big 5th . . . El Paso, Texas.

• • • • • • • • • • • • • • • • • •

EL PASO BROADCASTERS:
KROD / KELP-TV / KELP
KHEY / KIZZ / KROD-TV
KSET / KTSM-TV
KTSM / XEJ-TV
XEJ / XELO

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

MOLENE PERSONNEL SERVICE

publicity editors
adv managers copywriters
artists media production sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Direct mail with commercial art layout ability, unusual spot for soft goods merchandising nationally to every business and industry. Top salary plus bonus

**401 Presbyterian Building
Nashville, Tennessee**

YOU MAY BE THE MAN

Can you design the strategy for consumer campaign, choose media and schedules and support recommendations with convincing evidence? You may be 30 or 60. You may be in an advertising department, agency or media, merchandising, market research, sales or promotion. Starting salary 15 plus benefits. Our people know of this ad. Your reply WILL be confidential. A snapshot and one-page biography should do for appointment but make it longer if you wish. You may be very happy in the Chicago office of this 50-year-old Corp.

Box 4999, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago**

WANTED UNUSUAL, EAGER, AMBITIOUS MAN TO SELL SPACE for exciting new well-financed consumer magazine. Must have proven ability and willingness to gamble. Limited salary now (plus commissions) but chance for rich rewards and possible profit-sharing later.

Box 5001, ADVERTISING AGE
630 Third Ave., New York 17, New York

GROWTH OPPORTUNITY

Small progressive agency needs #2 man with diversified experience—program planning, copy, publication editing, publicity, and graphic arts. Must be willing to share major responsibilities. Opportunity for profit-sharing or partnership. Send resume, recent photo and samples.

**DAVIS & ASSOCIATES
King Edward Hotel—Jackson, Mississippi**

Write for free copy, "National Employment Reports." Describes hundreds of $7,000-$35,000 Executive job openings. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

COPY WRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to

STRICTLY AD PERSONNEL
191 Seventh Ave. . . . New York 11, N.Y.

ADVTG. SPACE REPRESENTATIVE

College graduate; experience in advertising, graphic arts or related fields helpful. Sales experience not necessary but sales aptitude and interest essential. No interviews granted without personal letter of application and resume. **Clissold Publishing Co., Dept. AA, 105 West Adams Street, Chicago 3, Illinois.**

AD DIRECTOR'S ASS'T

Versatile, exp. copy publicity writer with bent for things technical. Growth electronics firm in lower Westchester Cty., N.Y. seeks self starter to write brochures, sales promotion, house organ, publicity material & handle exhibits. You'll do 101 jobs & like them all. If you're a good writer & doer who is ready to roll up his sleeves & work, send complete specs and desired starting salary.

Box 5002, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA

Young, alert, knowledgeable media person—male or female—to take over media responsibilities of fast growing ad agency. Be willing to head up an expanding department. Willingness, flexibility essential.

Box 5004, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to

STRICTLY AD PERSONNEL
191 Seventh Ave. . . . New York 11, N.Y.

POSITIONS WANTED

Creative Copy Writer 8 Years, 7 Heirs, seek green pastures seeded in 5 figures.

Box 4998, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WOMAN SEEKS . . .

dynamic organization whose main interest in an advertising copywriter is **IDEAS!**

Box 5003, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEEKING AGENCY GOING PLACES

30, BBA adv. 6 yrs ad exp., wants assistant ad mgr or A.E. spot. Resourceful & creative. **Al Cooper SH 8-8952, Chgo.**

Writer fem. hunts prom. PR, DM, nat'ly pub'd freelance NEA SYN Fam Circ etc X-staff LINY Press Eagle, fast, thinker. Contacts. **POB 280, NYC 24, NYC.**

Versatile copywriter, PR, trade paper editor wants 2-3 days work weekly in Chicago area. 10 years experience.

Box 5009, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

MERCHANDISING—SALES PROMOTION

Real pro, worked with leaders, proven results. Sales minded, creative, admin. Food, appliances, many others. Agency or mfg. Write:

Box 5006, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING—SALES PROMOTION

Over 8 yrs. experience, 32 years old. Creative & Admin. Consumer & Industrial markets. Familiar with all media, promotional devices & production.

Box 5007, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEASONED COPYWRITER

seeks job with advertiser or agency. 16 years experience with insurance, hair beauty aids, furniture, lubrication and foods. Chicago only. Send for resume!

Box 5008, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHICAGO P.R. ACCOUNT EXEC

Have sold, created & executed complete, successful P.R. programs in all media for industrial and financial accounts. 4 years exp. Employed, married, 26, B.A.

Box 5010, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BOOK AND MAGAZINE Writer-photographer seeks position as field editor-photojournalist covering California area. Heavy experience in technical, scientific, and industrial Publications. Prefer permanent position, but will consider free lance or ? ? ? Top references. **John D. Lenk, 103 N. Hayworth Ave., Los Angeles 48, Calif. Tel. WE 3-3014.**

MARKET RESEARCHER

& Writer. Near Phd sociologist with 5 yrs. scrambled experience in marketing & market research, & industrial relations. Desire clean break into top Agency or good Company. Married. Age 32.

Box 5005, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA DIRECTOR/BUYER/SALES

Good Admin. Asst. 15 yrs. exper. One-Woman Media Dept., budget plans, presentations, buying, research, contact. All types print brdcst. Cons., Ind'l. Accts. 3 yrs. Time Sales. Avail. now. Re-loc.

Box 5011, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV-MOT. PIX-AV

TV-Client Programming bg., Bus. Mgr. Films-Prod. Mgr., Writer-Director, Editor AV-Producer, Meeting Mgr. Your choice.

Box 4951, ADVERTISING AGE
630 Third Ave., New York 17, New York

TV-FILM-A.V. Exec For Your Team

Strong agency TV bg.—reg'l. major nat'l acc'ts. Studio-oriented know-how in TV comm'ls, ind'l films and slidefilms. Network shows' supvr., producer, creator. Well-rounded man to round out **your** team!

Box 5012, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL

Mass mailing house account executive with proven sales and management ability looking for sales position, with opportunity of working into managerial position.

Box 4988, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

SPACE REP AVAILABLE

N.Y. Area—Trade or consumer pub. Large agency contacts. Guaranteed results.

Box 5013, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

**$500,000 CASH TO BUY
TRADE PUBLICATIONS**

Serious, responsible buyers. Write in confidence. **C. K. Feinberg**, Publications Broker, Box 1036, Newark, N.J.

FOR SALES AT NO COST

It took me a year to develop my idea of a new media for local businessmen.
It can best be described as "National Advertising on a Local Level".
Now I have over 600 paying accounts and 1,000,000 readers weekly in Chicago.
Now I want to expand this new media to every city of over half a million pop.
Requirements are: Space Sales Ability (Acct. Exec. Level), Self-Starting, and Hard Working. Financially Able to Train in Chicago for 3 Weeks. Bondable.
Benefits are: Your Own Exclusive Business. No Competition. Earning $25,000.00 per Half a Million Pop.
Starting Immed.—No Fees. No Investment (Just Training Time)

Box 5014, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT TO START EASING OFF, Mr. Publisher? Two seasoned trade publication executives are ready to take in the slack for you. Thoroughly versed in all phases of the business—editorial, advertising, production, promotion—we want to start making it on our own. Want to take over management on a profit-sharing basis; also would be interested in a good publication to buy.

Box 5015, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IN UNION THERE IS STRENGTH

Small Chicago agency with complete art & production facilities offers account man (or woman) with own billings opportunity to grow together.

Box 5016, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

**APPLICATION PHOTOS
25 FOR $1.50**

Finished on portrait paper, size $2\frac{1}{2}$x$3\frac{1}{2}$. Send good head & shoulders photo. Your photo will be returned unharmed.
Quality Photo Laboratories, Hutchinson, Kansas.

35mm COLOR SLIDE DUPLICATES

made from your master transparencies as low as $9\frac{1}{2}$c each. Write for sample slides, full information to:

**WORLD IN COLOR PRODUCTIONS
Box 392-F, Elmira, N.Y.**

ENGINEERS AT HOME ADDRESSES. Over 135,000. Select by types. Lowest rates. **DECISION/INC. 2617 Colerain Ave., Cincinnati 14, Ohio. 681-6800.**

MISCELLANEOUS

WANT A P.R. AFFILIATE IN MIAMI?

We have top contacts at all media, excellent credit and prestige address. Proven creative ability on complete P.R. programs. A former Chicagoan, I'll be there July 1-8.

Box 5017, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACROSS NORTHWESTERN STATION

Desk Space Available—Telephone Service
Mail Address—Secretarial Services
549 W. Randolph St.—STate 2-8811

CREATIVE HOUSE

PERSONNEL

DID YOU RUN AN AD HERE TODAY?

A couple of weeks ago, an agency ran a help wanted ad on these pages.

And, hey Sid! He got seventy-six (76) beautiful replies. "So who needs you?" he said.

Because we felt we should be loved by somebody else but Mother, we replied: "Pick the best man from your 76—and we'll bet we can send a man to top him."

How did we know we could?

For the simple reason that we've attracted people who have never answered ads, never gone to employment agencies.

Everyone knows we have the greatest creative people, but we wish—oh, how we wish—there were more of you out there who needed a truly top account man. We've got some who, like Terrys, are Terr-iff-ic.

So, call on us for the miraculous. We haven't learned to walk on water—but we are getting our feet wet.

IT'S MONDAY, BUT WE NEED GAL FRIDAYS.

We have dozens and dozens and dozens (start that record over again, Josephine), of jobs for secretaries, typists, billers, and receptionists, and other girls who want jobs in advertising.

So won't you good men pass the good word along?

Tell the girls to come by 'cab, come by bus, come by broom—but come to Creative House.

ARE YOU REGISTERED?

Creative House is not Mecca for wishful thinkers or the untalented—but we do have the top jobs for the deserving.

And, as Don Whatshisname would say, we do have some openings for those not in our files.

For instance, we have a top cosmetic spot for a TV-print gal more interested in writing rings around her sisters than putting a ring on her finger. We're still looking for the best Art Director in the business, and we want to get acquainted with more media and research people.

So don't just stand there. Do something!

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 E. OAK · CHICAGO 11 · DE 7-0001

SEEKING A MERGER OR A NEW YORK BRANCH?

Then we may have the answer. We're a NYC industrial agency, now in its eighth year, billing about $1½ million. We have had a steady if not startling pattern of profit and growth, and have earned an excellent credit rating. Our executives (mostly mid-thirties) are eager to grow faster and now feel that merger with the right party might be the answer. This is the first we've advertised this fact, so if interested, write:

**Box 795, Advertising Age
630 Third Ave., New York 17, N.Y.**

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

SPACE SALESMAN

For new quality magazine in Chicago. Must merit salary-level of the major national and metropolitan publications. Salary determined solely by qualifications. Must be strong in local and national sales. Replies held in strict confidence.

**Box 801, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.**

We Need...

1 CONSUMER ADV MAN

Consumer Advertising. We are seeking a college graduate, under 35, with broad experience in all areas of consumer advertising. He may have worked for an agency, a client, or both. His functions will include participation in the market planning for consumer packaged goods and the execution of the advertising and promotional programs for them, under the direction of a supervisor.

1 INDUSTRIAL ADV MAN

Industrial Advertising. Position open for college graduate, under 35, with a minimum of five years of basic industrial advertising experience. He will serve as a staff man responsible for certain plastics advertising programs under the direction of a supervisor. He will participate in the planning and execution of advertising objectives, budgeting and programming for a variety of products serving many industries.

These positions are open at Dow's general offices in Midland, Michigan. Salaries will be commensurate with experience and ability. The best in fringe benefits. If you meet the above qualifications, write in confidence, giving complete resume and salary requirements.

WRITE TO:

**W. D. Boone, Adv. Dept.
The Dow Chemical Company
Midland, Michigan**

DOW

TO THE
PRINCIPAL(S) OF A SMALL AD AGENCY
Thinking About Retirement

If your goal is retirement-with-income . . . now, or in the near future . . . or gradual retirement . . . WITHOUT LOSING YOUR IDENTITY . . . a brief discussion could lead to mutually profitable results.

We are a small but growing group of experienced all-around advertising people, with exceptional production facilities and top-level creative talents.

If you are located in the metropolitan New York area, tell us something about yourself, in complete confidence, of course.

**Box 799, Advertising Age
630 Third Ave., New York 17, N.Y.**

TRADE MAGAZINE WANTED

with ad volume less than $200,000.

We are a small, successful tradepaper publishing company giving loving care, both editorially and business-wise, to our properties. We desire to add one more solid publication to our fold, preferably one which dominates its industry or one which is relatively free of direct competition.

Box 798, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS:
(Also Special Note below)

FOOD-MARKETING AE with copy experience, copy ideas, who knows how to work with writers, whose pencil can still compete if necessary $16-$19M

EDITORIAL-AND-DESIGN-ENGINEERING EXPERIENCED ENGINEER of good appearance to write technical publicity. Can be in 40's $12-$14M

MARKET RESEARCH ANALYST with knowledge of government procurement regulations. Ceramics-related background helpful. Evaluation of current business and potentials $10-$12M

SPECIAL NOTE: Don advertises only jobs for which he has no fully qualified applicants, sees no point in inviting more applicants to compete with qualified men in his files. This policy excludes from Don's ads many exceptional jobs. His area is the U.S., not Chicago, only 90% of his applicants are securely employed, with specific job objectives. He and Louis Paeth, his associate, had a total of 51 years of advertising, marketing and PR experience before joining Monarch Personnel.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

Our 50th Year

ADV. CO-ORDINATOR disct chain stores-retail exp req $10,000

SPACE SALESMAN—trade pub Chicago & mid-west terr 7,500+

COPYWRITER house-organ accts good oppty—growing agency 6,500

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone CEntral 6-5353

MIDWEST CONSUMER MAGAZINE REPS

Unusual opportunity to represent going editorialized advertising section appearing in multi-million ABC service magazine. Currently bought at substantial rates by leading food and homemaker advertisers. Many good prospects throughout Midwest—especially Chicago, Minneapolis and St. Louis areas. Liberal commission. Write, in confidence, detailing information on your organization, present accounts, coverage facilities, etc. **Box 790, Advertising Age, 630 Third Avenue, New York 17, N.Y.**

ART DIRECTOR

for strong, Northwestern Ohio ad agency

We're ready to add an art director who is strong on developing ideas and visualizing . . . can produce crisp layouts with sharp lettering indications . . . and knows type thoroughly. We have a good variety of top accounts in both consumer and industrial to make life interesting. We'd like a man in his thirties who is looking for a place to put down roots and grow. Send complete resume and salary requirements.

Box 794, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING

We offer dependable coast-to-coast placement service—confidential—rapid.

CREATIVE DIRECTOR $30,000
Exp. must include important hard goods and automotive accounts. Will direct and inspire over 30 writers.

MARKETING DIRECTOR $20,000
Exp. with recognized Agency or Mfr. in package goods marketing for one of the country's top Ad Agencies.

ACCOUNT MANAGER $20,000
Solid background in food and beverages. To age 40. Good administrator with creative flair.

ART DIRECTOR $12,000
Print and storyboard bkgd. for Ad Agency on key consumer accounts.

COPY CONTACT $10,000
Expd. copywriter, automotive after market and client contact.

B. L. Clem

★ ★ ★

EDITORS

Publishing Personnel

EDITOR TECH. LITERATURE	$14,000
ART DIRECTOR	$12,000
CIRCULATION PROM. MGR.	$12,000
PUBLISHER ASSISTANT (male or female)	$10,000
PUBLICATION RESEARCH PROM.	Open
EDITORS TECHNICAL (several openings)	$ 9,000
EDITORS TRADE PUBL.	$10,000
EDITORS LAW BOOKS	Open
EDITORS TEXT BOOKS	Open
EDITORS, PUBLIC RELATIONS	$10 000
EDITORS ASSOCIATION	$ 7,800
JR. SPACE SALES	$ 7,200
EDITOR TRAINEE Good typist, Gregg	$ 6,000
REPORTERS	Open
CLASSIFIED ADV. SUPV., FEMALE To supv. staff of 17 in East.	$ 7,000

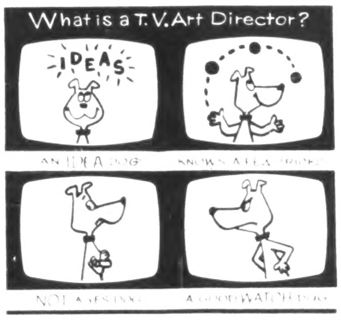
Plus several other openings. Employers are interviewing now!

Ed Winkles

★ ★ ★

DRAKE PERSONNEL INC.
29 East Madison Bldg., Chicago 2, Illinois
Financial 6-8700

What is a T.V. Art Director?



11 yrs. experience · 32 yrs. old
Will relocate · Send for resume
LEE BRANSCOME · 531 E Colfax Denver, Colo

BETTER POSITIONS LOWER FEES

MDSE MGR consumer prod	12-18M
A.E. packaged foods	14-18M
AD MGR. indust b g	10-12M
AD MGR. financial inst	12-16M
P.R. MGR food processor	10-13M
AD MGR. grocery chain	10-12M
MEDIA MGR. space T.V.	10-14M
CIRCULATION MGR. magazine	5-8M
ART DIR. agency TV	13-15M
ART DIR. hvy l.o. abil	10-12M
L.O. ARTIST retail	8-10M

Send Us 2 Complete Resumes,
Including Past Earnings

WALKER
83 So. 7th St., Minneapolis, Minnesota

MARKETING DEVELOPMENT MANAGER

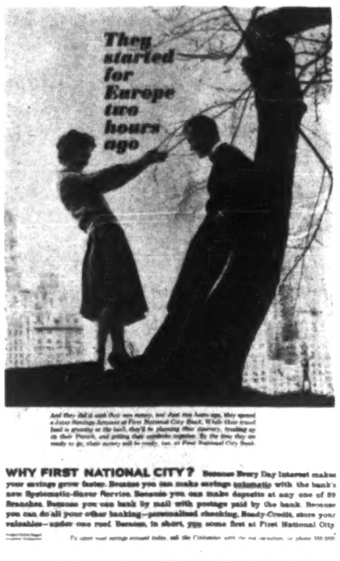
New Products—Food

Large, rapidly growing midwestern food manufacturer needs executive to plan national marketing strategy for new products. Reporting to Marketing Vice President he will work closely with key company executives in all areas and with the agency. He will be responsible for formulating complete national marketing plan and carrying it through the test market. This company is growing dramatically and is highly profitable.

This is a senior marketing position and requires an executive with knowledge of advertising, promotion, market research and merchandising with experience in food channels. He must be able to plan entire national strategy. Brand management or equivalent experience is necessary. He must be a college graduate (graduate work in business is desirable), age 35 to 45, intelligent, personable and articulate—able to move to line marketing management.

Substantial salary, executive bonus, and other perquisites. Answer in confidence with complete resumé including compensation.

Box 800, Advertising Age
200 E. Illinois St., Chicago 11, Ill.


They started for Europe two hours ago

WHY FIRST NATIONAL CITY? Because Every Day Interest makes your savings grow faster. Because you can make savings automatic with the bank's new Systematic-Saver Service. Because you can make deposits at any one of 80 Branches. Because you can bank by mail with postage paid by the bank. Because you can do all your other banking—personalized checking, Ready-Credit, store your valuables—under one roof. Because, in short, you come first at First National City.

CONCENTRATION—*First National City Bank, New York, began a new advertising strategy on June 19. The bank will concentrate its newspaper ads in short takes instead of using weekly inserts. The above ad launched a four-week push in four New York newspapers. BBDO is the agency.*

TOP HAND FOR YOUR ART DEPARTMENT

Presently employed by Top Midwest Agency, fifteen years of varied experience in all phases of commercial art qualify this man for a top position on your art staff. Can quickly put this background to work for you; thrives on hard work. Prefers Midwest or Southwest location. Resume on request. **Box 785, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

DEVELOPING YOUR BUSINESS IN EUROPE?

Senior executive with extensive experience of general management, sales, marketing, negotiations, development of subsidiaries in European business, gained with leading international manufacturers in consumer goods and pharmaceutical industries, also agency experience, desires change. British, 43. Honours graduate in languages and law, multi-lingual, now located London area. Recent salary $16,000. **Box 797, Advertising Age, 630 Third Ave., New York 17, New York.**

Have You Got a New Toy Idea?

Triple AAA-1 manufacturer with complete injection molding, blow molding, vacuum forming, die cutting and with complete facilities to manufacture box games and wooden toys, looking for new items on Royalty or straight sale basis.

★ National sales force
★ TV promotion minded
★ Creative Packaging

Write for appointment . . .
Box 796, Advertising Age
630 Third Ave., New York 17, N. Y.

FREE:
SAMPLE DISTRIBUTION

Introducing a new product in the Chicago area? We will distribute—without charge—up to 100,000 samples or other worthwhile items per week. We can hand them individually to employed workers, men and women, representing a weekly buying power of $9 million. (We know—we cash their pay checks.) Our reward is the good will we create. Send details including nature, size and weight of item you want distributed to

Mel Thillens
Thillens Checashers
2351 W. Devon Ave. Chicago 45, Ill.

CHICAGO EMPLOYERS

We have Well Qualified

Copywriters
Advertising Managers
Asst. Advertising Managers
Account Executives
Radio & TV Men
Production Managers
Artists
Editors
Writers
Photographers

Illinois State Employment Service
Professional, Sales & Clerical Office
73 West Washington Street
Financial 6-3960

NO FEES CHARGED
Employers or Workers

Westinghouse Sets $180,000 Drive for Elevator System

JERSEY CITY, N.J., June 20—Westinghouse Electric Corp.'s elevator division will launch a campaign in July for its new elevator system, Selectomatic Mark IV.

Three-page, four-color ads will appear in the July 1 *Business Week*, and in July issues of *Architectural Forum*, *Architectural Record*, *Buildings*, and *Skyscraper Management*. Follow-up pages will run in two colors in these monthlies through November, and in the Aug. 19, Sept. 16, and Oct. 21 issues of *Business Week*.

Westinghouse put its July-November elevator division billings at $180,000, and said another $200,000 will be budgeted for 1962.

Ketchum, MacLeod & Grove, Pittsburgh, is the agency. ≡

Theater Screen Ad Companies Merge

United Film Service, Kansas City, and Motion Picture Advertising Service Co., New Orleans, theater screen advertising companies, have merged under the MPAS name. Carl J. Mabry will continue as president, and will direct local level field representatives from New Orleans. W. Hardy Hendren, formerly president of United, is board chairman of the merged company, and will direct national sales activities and theater relations from Kansas City.

Spot Time Adds 2; Moves

Spot Time Sales has been named national representative for WQMR, Washington, and WTCR, Huntington, W. Va., both formerly handled by Headley-Reed Co. WTCR will continue to be represented by Clarke Brown Co. in the Southwest. Spot Time Sales has moved its Chicago office to larger quarters at 400 N. Michigan Ave.

AANR L.A. Unit Elects

The Los Angeles chapter of the American Assn. of Newspaper Representatives has elected Chuck Randall, O'Mara & Ormsbee, president. Hal Tucker, Cresmer & Woodward, was elected vp, and Cliff Pierson, Nelson Roberts & Associates, secretary-treasurer.

Armour Promotes Lawton

H. S. Lawton has been appointed director of marketing of Armour Industrial Chemical Co., Chicago, a new position. Mr. Lawton joined Armour in 1959 as director of commercial development.

Big Results

from a low-cost classified ad.

You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 177,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $________

My Name________
Street________
City________ Z____ State________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

'Projects Illustrated' Bows

Projects Illustrated, a monthly magazine aimed at high school students, will be published, beginning in September, by Harold Sabes & Associates, 605 N. Michigan Ave., Chicago. Initially it will be distributed free to 25,000 teachers. They will be asked to circulate the magazine to students, who can subscribe for $1.50 a year. A b&w page will be $550 for one time, and $475 for 12 times.

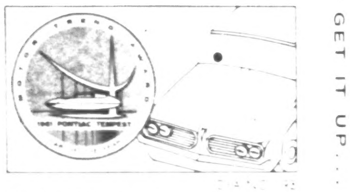
Stickin' around WITH kleen-stik®

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

Minnesota PAINTS
Whimsical Window Valance

Minnesota Paints, Inc., Minneapolis, puts its name and trademark into *action* in dealers' windows with this clever 3-piece display kit. Colorfully silk-screened on **Kleen-Stik Clear Acetate**, they form a versatile arrangement for any size window. Easy peel-and-press application gets 'em up without moisture or glue for long-lasting brand "eye-dentification." Ad Mgr. **Walt Erickson** and Asst. Sales Mgr. **Hal Hoialmen** worked with **Jack Bernie**, Pres. of **Process Displays Co.**, Minneapolis, and his Sales Mgr., **Jim Franklin**, for the slick silk screening.

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE



Praise for Pontiac

Somewhat like moviedom's "Oscar" is the **Motor Trend** "Car of the Year" award. Proud 1961 winner the **Tempest**, new front-engine rear-transmission car by **Pontiac**. To capitalize on the honor, their advertising agency, **MacManus, John & Adams**, designed this smart inside-the-windshield sticker of **Kleen-Stik Clear Acetate**. Goes on neat and easy . . . sticks *tight* even on curved glass surface. Acct. Exec. **Jack Stuart** set it up with **Phil Uridge, Jr.**, of **P. J. Uridge Printing Co.** in Detroit, for de luxe production by silk screen *and* letterpress!

Clear Acetate is only one of *28* Kleen-Stik self-sticking stocks that create outstanding displays and labels. For complete information, samples, and ideas, see your regular printing source . . . or write us direct.

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

SEND THIS COUPON TODAY FOR
FREE IDEA-PACKED BOOKLET!

Kleen-Stik Products, Inc., Dept. A
7300 W. Wilson Ave., Chicago 31, Ill.

Send me your free "101 Stik-Triks" booklet and full information about Kleen-Stik Self-Sticking products.

Name ....
Title ....
Company ....
Address ....
City .... Zone State

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

Carpenter
Acomb
Cooper
Scheidker
Robertson
Schweizer
Jackson

SHIRTSLEEVE SESSION—*Governors of the East Central region of the American Assn. of Advertising Agencies meeting in Cincinnati to plan the regionwide November session were Willis M. Carpenter, J. Walter Thompson Co., Detroit; Robert Acomb, Robert Acomb Inc., Cincinnati; Herbert W. Cooper, Meldrum & Fewsmith, Cleveland; Richard L. Scheidker, Four A's, New York; C. M. Robertson Jr., Ralph H. Jones Co., Cincinnati, regional Four A's chairman; Louis A. Schweizer, Bayless-Kerr Co., Cleveland; and Richard Jackson, Geyer, Morey, Madden & Ballard, Detroit. Also participating but not pictured was R. Forrest Rosenberger, Ketchum, MacLeod & Grove, Pittsburgh.*

Robert McCarthy, Tampa's Adman of 1960, Dies at 69

TAMPA, June 20—Robert Emmett McCarthy, 69, retired president and media director of the old R. E. McCarthy & Associates, died at a Tampa hospital June 11 after a long illness. Mr. McCarthy, a former heavy construction superintendent who founded his own agency in 1933, retired last March 1, when the agency was acquired by Liller, Neal, Battle & Lindsey, Atlanta. The new owner reorganized it as its R. E. McCarthy & Associates division. Mr. McCarthy was retained as a consultant to the division.

After his agency merged with Griffith Advertising Agency, St. Petersburg, in 1950, he was exec vp of Griffith-McCarthy. The two agencies separated in 1955.

Last year, Mr. McCarthy was chosen advertising man of the year by the Tampa Advertising Club, of which he was a past president and had been a member for 26 years. At that time, he also received a silver award from the Advertising Federation of America. He also had been honored by the *Wall Street Journal*, which in 1957 presented him with a citation for industrial advertising.

JOHN ROSS HARDY

CORTE MADERA, CAL., June 20—John Ross Hardy, 58, former copy chief of J. Walter Thompson Co., San Francisco, died June 17. Police here said he had ended his life by carbon monoxide in the garage of his home.

Mr. Hardy had been under a doctor's care for a nervous condition, but he had not indicated that he was depressed over his health.

Mr. Hardy had resigned from the agency last Jan. 1 after a quarter century of service. At that time, he said he chose to remain in the West rather than accept transfer to an eastern office of the agency (AA, Dec. 19, '60).

MARTIN C. NELLIS

LIMA, O., June 20—Martin C. Nellis, 69, president of Central Advertising Agency, Lima, died of a heart attack June 12, shortly after returning home from a Saturday morning plans board meeting. A Lima civic leader, Mr. Nellis had lived here 45 years. Survivors include sons James M. Nellis and Thomas W. Nellis, officers in the agency.

ARTHUR M. SALOMON

CHICAGO, June 21—Arthur M. Salomon, 62, president of Lauesen & Salomon, Chicago, died June 20 in Passavant Memorial Hospital here. His agency was founded as a partnership in January, 1930. Mr. Salomon had headed it for about the past 20 years. Among survivors is a son, Robbert, a vp and account executive in the agency.

STUART R. KYLE

VANCOUVER, B. C., June 20—Stuart Robertson Kyle, 64, former national advertising director of the *Vancouver Sun*, died in St. Paul's Hospital.

Mr. Kyle was appointed director of national advertising for the *Sun* in 1944. He held the post until his retirement in 1947. He joined the *Sun's* sales organization in 1919.

During his career, he was manager for a time of Vancouver Engravers Ltd., once a subsidiary of the Sun Publishing Co.

JULIA SPENCER

ANCHORAGE, KY., June 20—Mrs. Julia Spencer, 90, owner and publisher of the *National Horseman*, Louisville, died June 15 at her home here. Mrs. Spencer became owner and publisher of the magazine after the death in World War II of her son, Lt. Harlow Phelps Spencer, its founder.

ARTHUR ROSENQUIST

NEW HAVEN, CONN., June 20—Arthur S. Rosenquist, 57, national account executive with United Advertising Corp., died June 11 in Grace-New Haven Hospital. He had been with United Advertising for 34 years.

LOUIS F. HETLAGE

ST. LOUIS, June 20—Louis F. Hetlage, 66, sales representative of Alton Box Board Co. for the past 14 years, died of a heart ailment June 11. He was a member of the Advertising Club of St. Louis.

T. W. DUVALL

SPRINGFIELD, MO., June 20—T. W. Duvall, 67, president of Springfield Newspapers Inc., was killed June 14 in a traffic accident on a rain-swept stretch of U. S. 65, about 25 miles south of here. Richard P. Stahl, 26, a Springfield architect, and Mr. Duvall's son, Charles, 19, were injured. =

FOR QUALITY WORK ON kleen-stik®

Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS

Pennington Names Kircher

Pennington Bros., a regional baker, has named Kircher, Helton & Collett, Dayton, to handle its advertising and marketing in the Dayton and Springfield, O., markets. Kight Advertising, Columbus, handles Pennington advertising in the Columbus market.

Y&R Promotes Three

A. Gardiner Layng, vp and contact supervisor of Young & Rubicam, New York, since 1952, has been named manager of the agency's contact department, succeeding Milford Baker, who is retiring after 36 years with Y&R. T. Errol Lyon, who has been production manager in Y&R's Detroit office since 1957, has joined the New York office as manager of print production, succeeding Courier L. Parsons, who has been named vp and director of the production department. Mr. Parsons succeeds John F. Aldinger, who is retiring after 37 years.

'Vogue' Raises Rate Base

Vogue has raised its rate base from 400,000 to 425,000, effective with its July issue. The magazine said, however, that its advertising rates will stay intact during 1961: $4,200 for a one-time b&w page, and $5,900 for a one-time four-color page.

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

Advertising Checking Bureau	74
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Allied Associates	20
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American Home	22-23
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Barron's	6
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Better Homes & Gardens	46-47, 59
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Boston Globe	36
Browne & Storch	54
Cahners Publishing Co.	26-27
Canadian Broadcasting Corp.	60
Cedar Rapids Gazette	63
Century Electrotype Co.	48
Chemical Engineering	34-35
Chicago Sun Times and Daily News	52-53
Cincinnati Enquirer	8
Cincinnati Post and Times Star	70
Cleveland Plain Dealer	24
Clipper	42
Cunningham & Walsh	88
Detroit Free Press	32
Detroit News	13
Dobeckmun Co.	88
Electronic Design	77
El Paso Broadcasters	93
Employers Reinsurance Corp.	36
Factory	49
Family Circle	78
Flower & Garden Group	25
Georgia Group	40
Good Housekeeping	81
Greensboro News-Record	4
Grocer Graphic	70
Hotel Commodore	62
Houston Chronicle	37
Houston Post	85
Hutchings & Melville	93
Inpak Systems	86
Institute of Radio Engineers	38
Iron Age	75
KDAL	40
Kleen Stik Products	96
KOIN	38
KSLA	55
KTTV	50-51
Ladies' Home Journal	7
Lake Shore Drive Hotel	60
Life	99
Look	11
Lubbock Avalanche-Journal	44
McCann-Erickson	91
McGraw-Hill Publishing Co.	42-43, 70-71
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MGM Telestudios	45
Miniature Flip Book Co.	20
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Quad City Newspapers	42
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Rogers Publishing Co.	68
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San Diego Union and Evening Tribune	63
San Francisco Chronicle	100
San Francisco Examiner	14-15
Scranton Times	86
Screen Process Printers	96
Seattle Times	54-55
Seventeen	61
Sweet's Catalog Service	39
This Week	5
J. Walter Thompson Co.	28
Traffic World	51
WAVE	4
WDSU	29-31
Western Horseman	74
Western Union Telegraph Co.	21
WINS	58
WJAC	53

FTC's Filter Claim Ban Drove Cigaret Makers into False Ads, Says 'Digest'

(Continued from Page 3)

However, where are these brands in the market? the article asked. As a result of FTC's blackout on filter claims last year, the *Digest* said, "The ultra-high-filtration brands—Life, Duke, Spring—practically dropped out of sight on the 1960 sales charts. King Sano had to curtail its advertising and dropped 20% in sales. Kent and Parliament barely held their own. Hit Parade, a high-filtration brand that never made the big time, is once again merely a jukebox term," the writer said.

■ The only bright spot in the blackout seen by the *Digest* was that "no manufacturer took advantage of it to lower filter efficiency or to increase flavor (or tar) with a stronger blend." Compared with 1959, "Life, still marketed but seldom advertised, is significantly lower in tar, and King Sano is lower in both tar and nicotine. Kent has achieved still another reduction in tar.

"Duke of Durham is up 65% in tar, and 175% in nicotine, although it remains in the low-tar range. The admen are working hard to plug the brand within the FTC rules. (Duke is now 'the man's cigaret that meets more interesting women!')"

■ Here's how top U.S. brands shaped up in the *Digest's* analysis (in order of 1960 sales volume, according to the *Business Week* survey):

1. Pall Mall (king): Down in tar content, from 24.5mg to 29.8mg. Up in nicotine, from 2.3mg to 2.4mg.

2. Camel (regular): Down in tar from 27.7mg to 23.5mg. Down in nicotine, from 2.3mg to 1.9mg.

3. Winston (king filter): Down in tar from 22.7mg to 19.6mg. Unchanged in nicotine at 1.7mg.

4. Lucky Strike (regular): Down in tar from 25.8mg to 24.8mg. Up in nicotine from 1.8mg to 1.9mg.

5. Kent (king filter): Down in tar from 17.6mg to 13.7mg. Unchanged in nicotine at 1.1mg.

6. Kent (long filter): Down in tar from 15.6mg to 12.8mg. Up in nicotine from 1.0mg to 1.1mg.

7. Salem (menthol king filter): Down in tar from 25.4mg to 20.3mg. Down in nicotine from 2.1mg to 2.0mg.

■ One result of the alleged FTC blackout, the *Digest* said, was that much of the progress made by the introduction of filtration has been lost. "The plain-tip brands are slugging hard and unashamedly to win back smokers lost to filter tips. The admen's imaginations are producing claims which nobody can prove true or false," it said.

Singling out top-selling Pall Mall in this respect, the *Digest* said the brand's claim that its "extra length" of tobacco "travels and gentles the smoke" had eased it into the No. 1 sales spot last year. It alleged that the so-called cleaned-up advertising gave no indication there was any difference between one high-filtration brand and some other brand that "fired up plenty of tar and nicotine."

"Indeed, the old plain-tip, no-filter brands were boldly telling smokers that filter tips were the bunk. 'Smoking more now, but enjoying it less? Have a real cigaret—have a Camel' and 'Remember how great cigarets used to taste? Luckies still do'."

Summing up, the *Digest* appeared to endorse the view of a Washington lawyer that the FTC's blackout was "a landmark example of how bureaucrats solve a pressing problem by sweeping it under the rug."

■ In addition to opening the way to misleading advertising, the FTC decision "killed the competitive spirit" and slowed down research, the *Digest* said. It quoted one manufacturer as complaining, "The FTC practically told us that we would have to invent a cigaret that would cure lung cancer."

CIGARET MEN BELITTLE 'DIGEST'S' REPORT

NEW YORK, June 22—Here are some reactions to the *Reader's Digest* article on cigaret advertising:

"The *Digest* article is loaded with hazards," one company spokesman said. "It touches on the industry position and the health issue, and it even raises questions about the ethicality of the magazine's own motives."

Another commented: "We don't give much weight to the *Digest's* reports."

A third said: "There are many inconsistencies in the *Digest's* testing methods."

Said another: "The industry in general is sure to be sore over the suggestion the magazine makes that people should not smoke at all." This was a reference to the conclusion of the article, quoting Dr. Warren H. Cole, president of the American Cancer Society, as saying, "... there is a way you can avoid the cigaret tar—remove the cigaret from your mouth."

■ A rundown of the top companies indicated they generally weren't in favor of restoring health claims to cigaret advertising.

Liggett & Myers, one of the chief sufferers under the FTC ruling (its brand Duke of Durham is now among the lesser names), stuck to President William A. Blount's belief that people smoke for pleasure. The company believes the original ruling was good for the industry.

Another industry source said American Tobacco Co., whose Hit Parade was not a success, probably would stand to gain by a change in the health-claim ruling. Not so R. J. Reynolds Tobacco Co., he said, whose two filter brands, Winston and Salem, head that category without ever having made any health claims. Neither brand reportedly rates in the low tar or nicotine category.

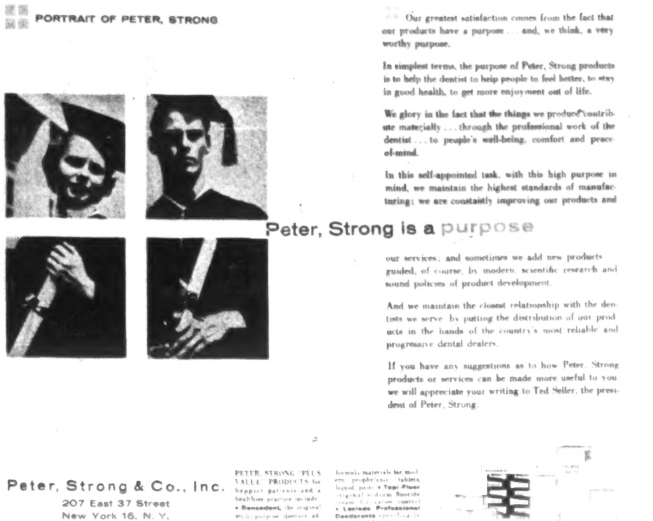
■ As for American's success with Pall Mall, one source said: "A lot of people think Pall Mall advertises like a filter cigaret. They let people think the length is equivalent to a filter. Remember their exploded diagram of extra length? But they have been doing that for five or six years, and used words to that effect long before the FTC ruling."

Pall Mall's rise to the top was hardly a case of misleading advertising, a rival company man said. "The non-filter market is shrinking, except for this weirdy, Pall Mall. It has bucked the trend to such an extent that it has brought up the whole straight market with it. You can put it down to advertising, but you must also put it down to taste, the particular product, design, and brand image."

However, the main point of contention with the *Digest* survey was the alleged inconsistency in its testing methods. A Liggett & Myers man said that there were "1,000 variables" in the method. He added that it is ridiculous to measure by smoking varying brands to the same butt length, as was done in the *Digest* test.

■ However, another company felt a standard test certainly could be arrived at, though manufacturers could not agree at present. "It isn't like trying to figure out how to land a man on the moon," AA was told. #

In the Days of Discovery Ahead



PORTRAIT OF PETER, STRONG

Our greatest satisfaction comes from the fact that our products have a purpose . . . and, we think, a very worthy purpose.

In simplest terms, the purpose of Peter, Strong products is to help the dentist to help people to feel better, to stay in good health, to get more enjoyment out of life.

We glory in the fact that the things we produce contribute materially . . . through the professional work of the dentist . . . to people's well-being, comfort and peace-of-mind.

In this self-appointed task, with this high purpose in mind, we maintain the highest standards of manufacturing; we are constantly improving our products and

Peter, Strong is a purpose

our services; and sometimes we add new products . . . guided, of course, by modern, scientific research and sound policies of product development.

And we maintain the closest relationship with the dentists we serve by putting the distribution of our products in the hands of the country's most reliable and progressive dental dealers.

If you have any suggestions as to how Peter, Strong products or services can be made more useful to you we will appreciate your writing to Ted Seller, the president of Peter, Strong.

Peter, Strong & Co., Inc.
207 East 37 Street
New York 16, N. Y.

MAGAZINES GIVE PEOPLE IDEAS

COINCIDENCE—*Some admen blinked when they saw the Magazine Advertising Bureau's newspaper advertisement June 6 (left, above) because they remembered Peter, Strong & Co.'s advertisement in Oral Hygiene in November of last year, employing the same illustration. The bureau's ad was written by Alfred Stanford of Alfred Stanford Associates; the Peter, Strong ad by George Benneyan, who is a consultant for MacLean Advertising. Mr. Stanford and Mr. Benneyan worked together briefly some years ago at the Bureau of Advertising, ANPA; Mr. Stanford was national director and then president and Mr. Benneyan was director of promotion.*

EWRR Streamlines Operation; Forms 3 Regional Units

NEW YORK, June 23—Erwin Wasey, Ruthrauff & Ryan has announced what it calls a "streamlining" of the agency's operations with the formation of three regional divisions, each headed by an exec vp.

Heading up the eastern division, which covers offices in New York, Philadelphia and St. Paul, is Grant Worrell. Mr. Worrell came to the New York office from Philadelphia in 1959 and has been vp and account supervisor on American Cyanamid.

The agency said St. Paul fell in the eastern division largely because of Minnesota Mining & Mfg. Co., an account handled out of New York and St. Paul.

Harry D. Way, formerly exec vp and general manager of the New York office, has resigned.

■ The central division, covering the Pittsburgh, Chicago, Dallas and Houston offices, will come under the wing of F. R. Etchen Jr., who up to now has been senior vp and general manager in Pittsburgh. Mr. Etchen has also been elected to the board of directors.

The agency said Mr. Etchen's promotion reflected the gains it has made in Pittsburgh. Roswell W. Metzger, chairman of the agency's executive committee, will continue as head of the Chicago office. The agency said Mr. Metzger will now have more time "for corporate duties."

The western division, covering Los Angeles and San Francisco, will be headed by Emmett C. McGaughey, who holds the title of exec vp and general manager of the western division. #

Texans Urge Ad Appropriation

Texas Travel Workshop Council, Austin, has voted unanimous approval of a resolution asking the legislature to pass a bill appropriating state funds to advertise Texas tourist resources. A $300,000 budget has been requested through the Texas Development Board. A constitutional amendment permitting use of state funds for advertising was passed in 1958, but no funds have been appropriated.

Adman in the News . . . Jack Fleming

Public Utilities Advertising Assn. has its first Canadian president. He is John (Jack) Fleming, director of public relations of the Canadian Western Natural Gas Co. and Northwestern Utilities, at Calgary, Alta.

John Fleming

Mr. Fleming was elected by PUAA at its annual convention in Detroit in May and took over his new duties this month.

As the first Canadian in the 39-year history of the organization, Mr. Fleming has already moved to bringing closer relations with Canada by establishing the 1962 convention at Montreal. Members now total 483, representing 334 companies.

■ Jack has a long history with the Canadian press. He began as a copy boy with the *Calgary Albertan* and rose to telegraph editor. In 1935, he joined the Canadian Press staff in Toronto. From there he went to the *Mail & Empire* and when this paper was purchased by the *Globe* he became telegraph editor of the *Globe & Mail*. Later, he became news editor of the *Globe & Mail* and in 1948 left the newspaper to become supervisor of public relations for the Union Gas Co. of Canada Ltd.

Mr. Fleming has remained active in the affairs of his former profession. He is a judge in the National Newspaper Awards, conducted annually by the Toronto Men's Press Club. He is a charter member of the club. In Calgary, he was a director of the Calgary Press Club in its formation year.

He is married to the former Iris Naish, who was a reporter on the *Globe & Mail*. They were married in 1937 when Mr. Fleming was telegraph editor of the same paper. They have two children, Peter, aged 19, an engineering student at the University of Alberta, and Jill, aged 13.

■ Mr. Fleming made the mistake of addressing the Canadian Gas Assn. at its 1952 convention, on the importance of public relations, and thereupon was given the job of organizing the association's first public relations committee. He remained as chairman for a number of years.

He has just completed his term as president of the Alberta branch of the Canadian Public Relations Society.

Golf has been his principal hobby, plus travel in the mountains (Banff is just 75 miles from Calgary).

The new PUAA leader has already been director of the Canadian Gas Assn. and has served in many positions in the utility association including that chairmanship of Region 7 and chairman of the better copy contest, as well as going through the organization's vice-presidential chairs. #

Conover-Mast Plans Promotion for New Science Magazine

NEW YORK, June 22—Conover-Mast Publications will preview the prototype issue of its new *International Science & Technology*, to bow [illegible] (AA, Jan. 23), in 14 marketing [illegible] during the last three weeks in August as high point of an introductory drive for the book.

The preview sessions will be conducted by William G. Maass, publisher, and editorial executives. The prototype issue will be mailed to a sample of 60,000 readers, with an additional 15,000 printed for promotion purposes. The issue will contain approximately 60 pages of editorial and about 50 pages of advertising on an unpaid basis, selected among products and services of significance to the publication's audience. Mr. Maass said that even before rates were announced, multi-page contracts for 1962 were received from two advertisers.

Advertising rates are based on $2,400 for a b&w page, one time, and $3,950 for a three or four-color page, one time. #

Reach, McClinton Names Two

Reach, McClinton & Co., New York, has named Henry Nachman Jr., formerly with Lanolin Plus, an account executive for Isodine Pharmacal Corp. William S. Brown, formerly with Bennett-Chaikin, marketing research company, has joined Reach, McClinton as a project director.

Westclox Names Finnell

Jay H. Finnell has been appointed product manager, watches, for the Westclox division of General Time Corp., La Salle, Ill. He joined the company in 1959.

Bill Would Make U.S. Publisher of Int'l Magazines

Book Would Carry Ads, Go Free to Build Trade; Publishers Hit Move

WASHINGTON, June 22—Publishing organizations are expressing indignation over a pending proposal which would let the Commerce Department create new magazines for overseas distribution, complete with paid ads.

The proposal is part of an omnibus foreign trade promotion program authorized in S. 1729, which was considered during a two day hearing by the Senate commerce committee this week. Much of the program commands strong support from business men, but publishers hope Commerce Secretary Luther Hodges can be induced to disown the magazine publishing section.

Some publishing organizations have already outlined their concern to William Ruder, chairman of Ruder & Finn, New York, now serving as public relations chief for the Commerce Department. A number of associations are expected to press the point when the Commerce Department's advertising advisory committee meets with department officials here on June 29.

■ In their preliminary protests to [illegible] the department, publishing organizations [illegible] the magazines—if [illegible]—would represent [illegible] anyone can recall [illegible] government set out to [illegible] in competition [illegible] publishers. They con[illegible] need for such a [illegible] government-promoted [illegible] publications.

[illegible], called the Foreign [illegible] Act of 1961, attempts [illegible] overhaul of the government's export promotion organizations and policies. In addition to a long series of moves to promote export trade, it sets up a foreign commerce corps within the Department of Commerce to promote trade opportunities abroad, and it creates an export credit guarantee program to bring down the cost of extending credit to overseas buyers.

■ A two-day hearing this week focused almost entirely on the credit guarantee program, which is advocated by many organizations which are concerned with the promotion of exports. Committee sources promise that this week's hearing is only the beginning and that other sections of the bill will be taken up when additional sessions are scheduled.

The bill is sponsored by eight members of the commerce committee, all Democrats. It purportedly stems from surveys and on-the-spot overseas tours by committee members. The Commerce Department is not expected to sort out the portions of the bill it will support until after the bill is thoroughly studied.

■ The bill lists 13 specific promotion moves which are authorized as part of the government's trade promotion operation. The one which has aroused magazine publishers provides that the department is authorized "to compile, edit and publish in English and such other languages as deemed necessary, a suitable periodic journal or magazine containing developments in American industry and advertisements of established American individuals, firms or business organizations on a paid basis and to make such journal or magazine available without charge to foreign firms, individuals and business organizations as a means of publicizing business opportunities and to attract foreign nationals to the services and facilities available through the foreign commerce corps and the Department of Commerce."

■ At the present time, the Department of Commerce offers an array of services in the foreign trade field, but none are quite as elaborate as the services authorized in the new plan.

The department has several well established magazines which are widely distributed in this country, but none of these contain advertising.

MPA'S KENYON HITS U.S. MAGAZINE

NEW YORK, June 22—"We are protesting violently."

That was the way Robert E. Kenyon Jr., president of the Magazine Publishers Assn., today summed up his group's stand against Senate Bill 1729, which would allow U.S. companies to buy advertising in a government-sponsored, foreign-distributed periodical.

■ Referring to the measure proposed by Sen. Clair Engle (R., Cal.), Mr. Kenyon declared: "We do not object to the concept, whereby a new publication could pull together some of the material developments of U.S. industry, and present these, free, to people overseas. But inviting companies to participate on a paid advertising basis—that's what we object to."

Mr. Kenyon said he thought the Department of Commerce "should not get in the business of competing with U.S. magazines for advertising," as it "gathered and disseminated material to make manufacturers aware of overseas promotion."

■ The MPA representative in Washington, Francis R. Cawley, a vp, was set to "appear in protest, or to file a formal statement" at hearings which "should begin by next week," Mr. Kenyon said. ≠

Relations of Y&R, Dentsu Are Only 'Friendly': Yoshioka

NEW YORK, June 21—Question: What does an affiliation between agencies in different countries mean?

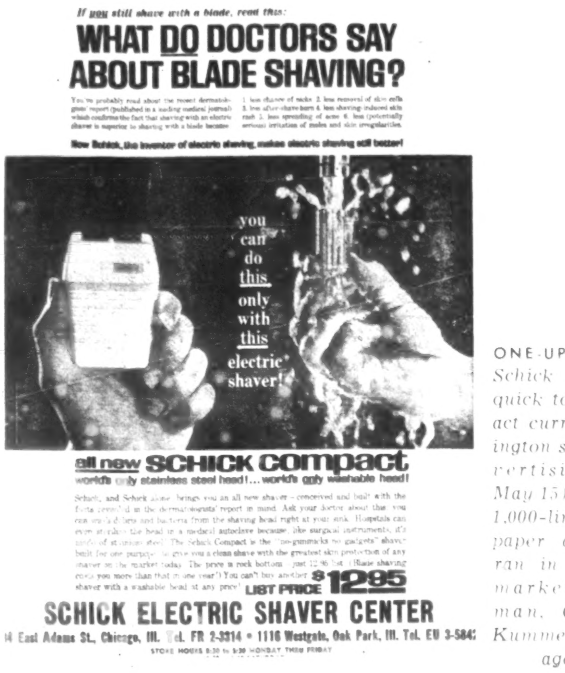
Generally, it means that the agencies have agreed to work with one another in placing advertising for respective clients in their respective countries. As a rule, large agencies based outside the U.S. have such affiliate relationships with a number of American agencies.

Dentsu Advertising, Japan's largest agency, has such an affiliation with Young & Rubicam. It has had one for some time. It is not an exclusive arrangement; Dentsu has similar affiliations with other U.S. agencies.

■ Reports published this week indicating that Y&R and Dentsu have entered into a more binding relationship have been greatly "exaggerated," George Yoshioka, manager of Dentsu's New York office, told ADVERTISING AGE.

Mr. Yoshioka said Dentsu has a "high regard" for Y&R and possibly does more business with Y&R than any other U.S. agency. However, he emphasized that this is "a friendly relationship," and one that could best be described as "informal."

There are no financial links between the two agencies and none is contemplated, he added. ≠



If you still shave with a blade, read this:

WHAT DO DOCTORS SAY ABOUT BLADE SHAVING?

You've probably read about the recent dermatologists' report (published in a leading medical journal) which confirms the fact that shaving with an electric shaver is superior to shaving with a blade because 1. less chance of nicks 2. less removal of skin cells 3. less after-shave burn 4. less shaving-induced skin rash 5. less spreading of acne 6. less (potentially serious) irritation of moles and skin irregularities.

Now Schick, the inventor of electric shaving, makes electric shaving still better!

all new SCHICK compact

world's only stainless steel head!... world's only washable head!

Schick, and Schick alone, brings you an all new shaver – conceived and built with the facts revealed in the dermatologists' report in mind. Ask your doctor about this: you can wash debris and bacteria from the shaving head right at your sink. Hospitals can even sterilize the head in a medical autoclave because, like surgical instruments, it's made of stainless steel! The Schick Compact is the "no-gimmicks no gadgets" shaver built for one purpose: to give you a clean shave with the greatest skin protection of any shaver on the market today. The price is rock bottom – just 12.95 list. (Blade shaving costs you more than that in one year!) You can't buy another shaver with a washable head at any price!

LIST PRICE $12.95

SCHICK ELECTRIC SHAVER CENTER

14 East Adams St., Chicago, Ill. Tel. FR 2-3314 • 1116 Westgate, Oak Park, Ill. Tel. EU 3-584

STORE HOURS 9:30 to 9:30 MONDAY THRU FRIDAY

ONE-UPMANSHIP *Schick Inc. was quick to counteract current Remington shaver advertising (AA, May 15) with this 1,000-line newspaper ad which ran in about 50 markets. Norman, Craig & Kummel is the agency.*

Burdick, Becker Go Separate Ways

(Continued from Page 3)

business he has been servicing and the people who have been working on these accounts.

For 1960, Burdick & Becker reported billings of $7,450,000. However, volume this year has been lower because of cutbacks by a number of clients.

■ Messrs. Burdick and Becker today described the separation as "friendly," with Mr. Becker adding: "You might say we have been married for five years but have not been sharing the same bed for some time."

Burdick & Becker will be five years old next Nov. 1 and this is the second splintering the agency has experienced. The shop was originally organized as Burdick, Becker & Fitzsimmons, but cofounder Donald F. Fitzsimmons resigned after a year and a half to set up shop for himself.

Clients remaining with Mr. Becker are Knoll Pharmaceutical Co.; Merck Sharp & Dohme division of Merck & Co.; Sandoz Pharmaceuticals; and a new publication for doctors launched this year by Smith, Kline & French Laboratories.

Moving out with Mr. Burdick are Bristol Laboratories, a division of Bristol-Myers Co.; two Wander Co. divisions—Dorsey Laboratories and Aarbern Pharmacal Co.; Lederle Laboratories, a division of American Cyanamid; William H. Rorer Inc.; White Laboratories; Schwarz Laboratories; and product assignments from Winthrop Laboratories and U. S. Vitamin & Pharmaceutical Corp.

■ A. Mason Harlow, vp and general manager; Robert E. Hall, vp and art director; and vps Aaron Appleby and William E. Duryea (both account executives) will all go with Mr. Burdick. John W. Sullivan, another account man, will also stick with Mr. Burdick. Mr. Duryea will be exec vp of the new Burdick agency.

Remaining with Mr. Becker are F. J. Wittine, vp and marketing director, Jack A. Koehler, production manager, and account executives Edward F. Maitland and Robert McQuinn.

The agency had about 70 employes at the start of the year. Mr. Burdick said today that he had signed up 29 people for his shop and Mr. Becker said he was keeping between 30 and 35. They agreed that about half a dozen employes will be cut adrift by the divorce.

Mr. Becker said he will own 100% of his new agency. Mr. Burdick said he will have controlling interest in his shop but will have other stockholders.

Messrs. Burdick and Becker both said today they expect to "operate more successfully separately than together." They pointed out that they would no longer have to contend with the problem of account conflicts. Mr. Becker noted, for example, that he was unable to handle any of Merck's steroids because Mr Burdick was handling Lederle's steroid, Aristocort. And Mr. Burdick chimed in that he was ineligible to handle Lederle's tranquilizer because Mr. Becker was handling Merck's tranquilizer.

This was somewhat ironic because one of the points the agency made when it went into business was that the ethical drug field needed more agencies since manufacturers were becoming increasingly competitive in all fields and did not have enough agencies to choose from.

■ The Burdick & Becker break-up could not be attributed to a dearth of business. The agency has increased its billings every year and now ranks third behind the two big leaders, William Douglas McAdams Inc. and L. W. Frohlich & Co.

Burdick & Becker was, to a great extent, an offshoot of William Douglas McAdams and the rivalry between the two has been intense. Burdick & Becker was largely staffed by ex-McAdams people and its first client, E. R. Squibb, came out of McAdams.

Bob Becker was formerly professional advertising manager of Squibb but Dean Burdick and Don Fitzsimmons both left McAdams to form the new agency. Dr. W. Gerald Morson, another McAdams alumnus, was the agency's first medical director—and he left after four months.

■ The agency's first media director, Elsie D. Fuerstenberg, got her training at McAdams. She left the agency in 1958. Mason Harlow and Aaron Appleby came out of McAdams to join Burdick & Becker. Bill Duryea, onetime exec vp of McAdams, gravitated to Burdick & Becker after a brief stopover at Doherty, Clifford, Steers & Shenfield. John Sullivan, another ex-McAdamsite, climbed aboard after a short stint at Sudler & Hennessey.

Messrs. Burdick and Becker were both adamant today on one point: Their separation has "absolutely nothing" to do with the new wave of subpoenas issued by the drug industry investigating committee headed by Sen. Estes Kefauver. Among those directed to produce records for the committee were McAdams and Frohlich. ≠

Chevy Film Wins Grand Prize at Cannes Festival

(Continued from Page 3)

a Chevrolet station wagon commercial won the cinema grand prize.

■ "Magic Ride," this year's Chevy winner, was produced for Campbell-Ewald by the French film house, Cinema et Publicite, which also won the festival's coveted *palme d'or* for the producer "with the highest average of marks given by the jury for not less than six films."

Some 1,150 delegates from 29 countries attended the festival, jointly sponsored by International Screen Advertising Services and International Screen Publicity Assn.

The largest number of entries came from Britain, which had 357 films in competition. Next came Germany, with 138 films, France with 113; and Italy with 88. There were 79 U. S. entries.

In addition to the grand prizes, awards were given in 13 cinema categories and eight television categories. Winners in the tv field:

Live action from 15 to 45 seconds Morris Oxford Automobile; agency, Dorland Advertising, London; producer, Guild Television Service.

2nd prize Scott & Bowne's Vykmin; agency, J. Walter Thompson Co. Ltd., London, producer, Studio Lambert.

Live action over 45 seconds—Eastman Kodak's "Take a Picture"; agency, J. Walter Thompson Co., New York; producer, MPO.

2nd prize—Volkswagen station wagon, "The Volkswagen Band"; agency, Doyle Dane Bernbach Inc., New York; producer, VPI Productions.

Cartoon from 15 to 45 seconds—Golden Wonder Crisps; agency, Rex Publicity, London; producer, TV Cartoons Ltd.

2nd prize—Activity underwear; agency, Erwin Wasey, Ruthrauff & Ryan Ltd., London, producer, Moreno Cartoons.

Cartoon over 45 seconds Bardahl "Oil Drop"; agency, Miller, Mackay, Hoeck & Hartung, Seattle; producer, Filmfair.

2nd prize Aluminium Ltd., "Man & Wife"; agency, J. Walter Thompson Co., New York, producer, Group Productions.

Animation from 15 to 45 seconds Jaffa oranges; agency, Mather & Crowther, London; producer, Guild Television Service.

2nd prize—Lever's Omo; agency, S. H. Benson Ltd., London; producer, Guild Television Service.

Animation over 45 seconds, Sunday Times; agency, Batten, Barton, Durstine & Osborn Ltd., London; producer, Peter Sachs Ltd.

2nd prize Thom McAn Shoes, "Thom-Kat & Thom-Kitten"; agency, Doyle Dane Bernbach; producer, Sarra Films.

Live action series over 15 seconds—Times watches; agency, Young & Rubicam Ltd., London; producer, Aspect Productions.

2nd prize S&W canned green beans and peaches; agency, Doyle Dane Bernbach; producer, TV Graphics.

Animated series over 15 seconds—Nabisco's "Sugar, Honey & Eggs"; agency, McCann-Erickson, New York, producer, N. V. Joop Geesink's Film-productions.

2nd prize Lever's Omo; agency, S. H. Benson; producer, Cineastes Associates.

■ European producers completely dominated the winner's circle in the theater category. British films took five of the top 13 prizes. "This is Cerebral Palsy," a film produced for the United Cerebral Palsy Assn. of America, took a runner-up prize in the puppet-marionnette category. ≠

Pan American to Launch 'Clipper' in September

Brown & Bigelow, Minneapolis, will introduce a new bi-monthly international magazine, *Clipper*, in September. The new publication, which will be devoted to places, people and customs with emphasis on international travel, accommodations, food, fashions, sports and fun, will be distributed to each passenger aboard Pan American World Airways aircraft throughout the world. Onetime b&w page rates are $3,550 for worldwide edition, $2,236.50 for Atlantic edition, $1,171.50 for Pacific edition and $2,059 for Latin American edition.

NOW 6,925,000 PEOPLE PAY TO FIND OUT

...about the news of the world in LIFE. Week in, week out, for the first 6 months of '61, LIFE has averaged 6,925,000 copies sold per week.*

That's the highest net paid circulation ever recorded by any general weekly magazine... and 200,000 more than LIFE's record-breaking figure for Jan.-June, 1960.

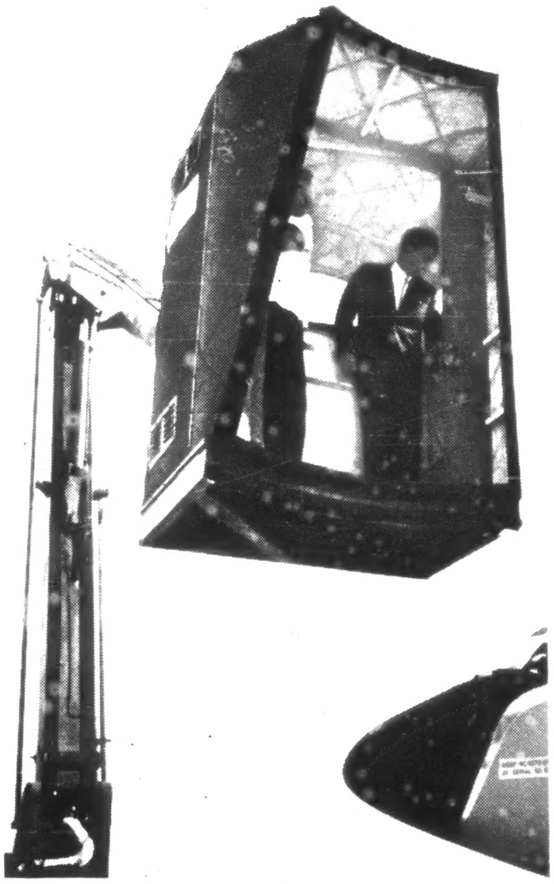
And that's just the people who buy LIFE each week. Millions more read it!

20 million homes read an average issue of LIFE; 28 million individuals 18 years of age and over read an average issue of LIFE (Nielsen Media Service, 1960).

More than ever before, people value LIFE.

*Publisher's Estimate.

In the first 6 months of '61, LIFE kept its readers up on trouble spots all around the world...Fidel Castro's Cuba, Laos, the Congo, Algeria. In last week's issue, LIFE continued its extensive coverage of the Cold War with an editorial that shows just how well the United States is doing.



In the first 6 months of '61, LIFE kept its readers up on Kennedy, the Inauguration, his trip abroad. In last week's issue, LIFE showed the unique way the President has to get around these days with an aching back (and why 20 million Americans suffer backaches along with him).

In the first 6 months of '61, LIFE kept its readers up on U.S. defense, the Astronauts, the exciting historic space flights of Yuri Gagarin and Alan B. Shepard. In last week's issue, LIFE showed a Strategic Air Command surprise alert, another reason why we can sleep nights . . . above ground.

OUT TODAY

LIFE
GOLDFINE CASE
by SHERMAN ADAMS

"I read The Chronicle every morning."

T. S. Petersen, Sr. **President, Standard Oil of California**

Theodore Scarborough Petersen has all the affability of a salesman—not the frenetic high-pressure type, but more the personable fellow who fills the tank and wipes the windshield in a service station. And well he might appear: Petersen was a service station salesman for Standard Oil of California—26 years before he became Standard's president in 1948. The 64-year-old, pink-cheeked, cheerful executive is still as approachable as he was then. And he still likes things neat and tidy, even to the tweed or gabardine that covers his stocky frame.

His interests range beyond Standard Oil: he's a trustee of the California Academy of Sciences and the Asia Foundation; a consulting professor at Stanford; a member of the Business Advisory Council, U. S. Department of Commerce. And as most leading Northern Californians do, Mr. Petersen invariably starts his busy day by reading The Chronicle.

Mr. Petersen is one of the distinguished group of San Franciscans who have been awarded the Chronicle Gold Medal for public service.

San Francisco Chronicle

LARGEST DAILY CIRCULATION
IN NORTHERN CALIFORNIA